* * * * * * * * * * * * * * WISN-TV (Milwaukee, WI)

ELECTRONIC POLITICAL AND ISSUE ADVERTISING PUBLIC INSPECTION FILE CHECKLIST

This checklist must be completed for each federal, state, and local <u>political ad</u> or federal or state <u>issue</u> <u>ad</u> buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

| | i i i i i i i i i i i i i i i i i i i | 0 | r | | | | |
|---------|--|-------|---------------|----|-------------------------------|-----------------|-----------|
| Candid | late/Issue | DEMO | OCRATIC S | E | LATORIAL C | AMPAIGH | COMMITTEE |
| candida | Dates (if one folder is used per ate, a separate checklist must be ted for each flight) | 9/1 | 1/12 - 10 | 1 | 1/12 | | |
| | | | | | | <u>Initials</u> | |
| 1. | Executed Political/Issue Advertising Agreement (BPMHL-P3 or NAB PB-17 | 7) | Date: | : | 9/18/12 | æ | |
| 2. | Original contract showing requested time (when available) | | Date | : | 8/20/12 | <u> </u> | |
| 3. | Updated contracts as order changes. | | Date: | : | 8/23/12 | <u>A</u> | |
| 4. | Invoice of schedule as actually broadcas
including amount of rebates given (exact
date, time, class of time and amount | | | | 8/24/12
8/27/12
9/18/12 | AL
De | |
| | for each rebate), if any | | Date: | • | | | |
| | | | Checklist Con | mp | oleted: | | |
| | | By: | | | | | |
| | | Date: | | | | | |
| | | | | | | | |

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

| Station and Location: WISN N. MILWANKE 9/10/12 | | | | | | |
|---|--|------|-------|-------------------|--------------------|--|
| I, | | | | | | |
| DSCC-1E | | | | | | |
| Broadcast
Length | Time of Day,
Rotation or
Package | Days | Class | Times per
Week | Number
of Weeks | |
| | As | 6RT | ÆREC | • | | |
| | , | , | | | | |
| Total Charges: | | | | | | |
| This broadcast time will be used by: DSCC - (E | | | | | | |
| Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?" | | | | | | |
| Yes No | | | | | | |

| For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3) I represent that the payment for the above described broadcast time has been furnished by: SCC E | For programming that "communic importance," list the name of the loffice(s) being sought and the date | egally qualified candidate(s) the pr | ogramming refers to, the |
|--|--|---|---|
| I represent that the payment for the above described broadcast time has been furnished by: Scc E | | | |
| and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is: \[\begin{array}{l} a corporation; \[\begin{array}{l} a committee; \[\begin{array}{l} an association; \[\begin{array}{l} or other unincorporated group. \] The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately): \[\begin{array}{l} \text{MARCHAMA} \text{MARCHAMA}, \text{DIRECTION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIOF RACT OR ETHNICITY IN THE PLACMENT OF ADVERTISING. I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertise ant(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript. Or tape, which will be delivered to the station at least before the time of the scheduled broadcasts. \[\begin{array}{l} \text{TO BE SIGNED BY ISSUE ADVERTISER} \\ \text{NOSTION DOES NOT DISCRIMINATION ON THE BASION AND ARRAY OF ADVERTISER} \\ NOSTION DOES NOT DISCRIMINATION ON THE BASION AND ARRAY OF ADVERTISER \\ \text{NOSTION DOES NOT DISCRIMINATION ON THE BASION AND ARRAY OF ADVERTISER \\ \text{NOSTION DOES NOT DISCRIMINATION ON THE BASION AND ARRAY OF ADVERTISER \\ \text{NOSTION DOES NOT DISCRIMINATION ON THE BASION AND ARRAY OF ADVERTISER \\ \text{NOSTION DOES NOT DISCRIMINATION ON THE BASION AND ARRAY OF ADVERTISER \\ \text{NOSTION DOES NOT DISCRIMINATION ON THE BASION AND ARRAY OF ADVERTISER \\ \text{NOSTION DOES NOT DISCRIMINATION ON THE BASION AND ARRAY OF ADVERTISER \\ \text{NOSTION DOES NOT DISCRIMINATION ON THE BASION AND ARRAY OF ADVERTISER \\ \text{NOSTION DOES NOT DISCRIMINATION ON THE BASION AND ARRAY OF ADVERTISE ADVERT | For programming that "communication importance," attach Agreed Upon | ates a message relating to any politi
Schedule (Page 3) | ical matter of national |
| and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is: a corporation; a committee; an association; or other unincorporated group. The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately): MARCHA MCKENNA, DIRECT OF THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASI OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING. I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertise ent(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript or tape, which will be delivered to the station at least | I represent that the payment for th | e above described broadcast time l | nas been furnished by: |
| furnishing the payment, if other than an individual person, is: a corporation; a committee; an association; or other unincorporated group. The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately): MARTHA | Os | cc -1E | |
| The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately): MARCHA MCKENNA, DIRECT 17 SE 430 S. CARTILL ST. SE 12003 THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASI OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING. I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertise ent(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript. Or tape, which will be delivered to the station at least before the time of the scheduled broadcasts. TO BE SIGNED BY ISSUE ADVERTISER Signature Contact Phone Number | and you are authorized to announc furnishing the payment, if other th | e the time as paid for by such pers
an an individual person, is: | on or entity. The entity |
| THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASI OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING. I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertise ant(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript. Or tape, which will be delivered to the station at least before the time of the scheduled broadcasts. TO BE SIGNED BY ISSUE ADVERTISER Signature Contact Phone Number | a corporation; a commit | tee; \square an association; \square or o | ther unincorporated group. |
| I agree to indemnify and hold harmless the station for any damages or liability, including easonable attorney's fees, that may ensue from the broadcast of the above-requested advertise ent(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least perfore the time of the scheduled broadcasts. TO BE SIGNED BY ISSUE ADVERTISER Signature Contact Phone Number | THIS STATION DOES NOT DISC | CRIMINATE OR PERMIT DISC | 430 5. CAPITY ST SE
WASHINGTON DC 20003
RIMINATION ON THE BASIS |
| 202-338-8700 Signature Contact Phone Number | l agree to indemnify and hold harmle easonable attorney's fees, that may edvertise ent(s). For the above-sta ranscrive, or tape, which will be de- | ess the station for any damages or
ensue from the broadcast of the abouted broadcast(s), I also agree to
elivered to the station at least | liability, including ove-requested prepare a script, |
| Signature Contact Phone Number | TO BE SIGN | IED BY ISSUE ADVER | TISER |
| "C J S.B.IIII | 1 2/12 /h | - M/h | |
| TO DE SIGNED DI SIMILON NEI MESENTE | V | | |
| Accepted Accepted in Part Rejected | -1 | , | |
| Signature Printed Name Title | Signature | Printed Name | Title |

AGREED UPON SCHEDULE

F All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

| Broadcast
Le jth | Time of Day,
Rotation or
Package | Days | Class | Times per
Week | Number
of Weeks |
|---------------------|--|------|-------|-------------------|--------------------|
| | AS | OF | DER | ED | |

Total Charges:

Copyu

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and do har amount for each rebate), if any.
- No : Because the FCC requires that the political file contain the
- ac times the spots air, that information should be included in the
- file soon as possible. If that information is only generated monthly,
- the e should include the name of a contact person who can provide
- the mes that specific spots aired.

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 3050 K St NW Washington, DC 20007

| | Contract / Rev | vision | | Alt Order # | |
|--------------------------|--------------------|----------|-------|-------------|---------------|
| | 943784 | 1 | | 06278065 | |
| Product | | | | | |
| OSCC-IE | | | | | |
| Contract Dates | Estimate # | *** | | | |
| 09/11/12 - 10/01/12 | 1612 | | | | |
| <u>Advertiser</u> | | | Ori | ginal Date | / Revision |
| Democratic Senatorial Ca | ımpaign Com | mittee | 0 | 8/20/12 | / 08/20/12 |
| | Billing Cycle | Billing | Cale | endar | Cash/Trade |
| | EOM/EOC | Broado | ast | | Cash |
| | <u>Station</u> | Accour | ıt E. | xecutive | Sales Office |
| | WISN | Will Hil | deb | randt | HRP -Washingt |
| | Special Hand | ling | | | |
| | <u>Demographic</u> | | | | |
| | Adults 35+ | ÷ | | | |
| | | | | | |
| | IDB# | Adverti | ser | Code | Product Code |
| | 8091 | 49 | | | 53 |
| | Agency Ref | | | Advertiser | Ref |
| | i | | | l | |

| | | Spots/ | | |
|---|-------------------------|-----------------------|------------|------------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | Type Spots | Amount |
| N 1 WISN 09/11/12 09/17/12 GOOD AFTERNOON AME | RI1P-2P LTC 9/07 | :30 | NM 2 | \$600.00 |
| Start Date End Date Weekdays Spots/Week Week: 09/11/12 09/17/12 MTWTF 2 | Rate | | | , |
| | \$300.00 | | | |
| N 2 WISN 09/18/12 10/01/12 General Hospital Start Date End Date Weekdays Spots/Week | 2-3pm/1-2p | :30 | NM 2 | \$700.00 |
| Start Date End Date Weekdays Spots/Week Week: 09/18/12 09/24/12 MTWTF 1 | <u>Rate</u>
\$350.00 | | | |
| Week: 09/25/12 10/01/12 MTWTF 1 | \$350.00 | | | |
| N 3 WISN 09/11/12 09/17/12 Late News 10PM | 10-1030p | -20 | | |
| Start Date End Date Weekdays Spots/Week | Rate | :30 | NM 2 | \$2,800.00 |
| Week: 09/11/12 09/17/12 MTWTF 2 | \$1,400.00 | | | |
| N 4 WISN 09/18/12 10/01/12 Late News 10PM | 10-1030p | :30 | NM 4 | \$6,400.00 |
| Start Date End Date Weekdays Spots/Week | Rate | .00 | 4 | \$0,400.00 |
| Week: 09/18/12 09/24/12 MTWTF 2 | \$1,600.00 | | | |
| Week: 09/25/12 10/01/12 MTWTF 2 | \$1,600.00 | | | |
| N 5 WISN 09/18/12 10/01/12 The View | 10-11am | :30 | NM 2 | \$1,000.00 |
| Start Date End Date Weekdays Spots/Week Week: 09/18/12 09/24/12 MTWTF 1 | Rate | | | |
| Week; 09/25/12 10/01/12 MTWTF 1 | \$500.00
\$500.00 | | | |
| N 6 WISN 09/11/12 09/17/12 The View | | | | |
| Start Date End Date Weekdays Spots/Week | 10-11am
Rate | :30 | NM 2 | \$1,400.00 |
| Week: 09/11/12 09/17/12 MTWTF 2 | \$700.00 | | | |
| N 7 WISN 09/11/12 09/17/12 Late News 1030PM | 1030p-11p | :30 | NM 1 | #0# 0 0 0 |
| Start Date End Date Weekdays Spots/Week | Rate | .50 | NM 1 | \$850.00 |
| Week: 09/11/12 09/17/12 MTWTF 1 | \$850.00 | | | |
| N 8 WISN 09/18/12 10/01/12 Late News 1030PM | 1030p-11p | :30 | NM 2 | \$1,900.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | Ψ1,000.00 |
| Week: 09/18/12 09/24/12 MTWTF 1 | \$950.00 | | | |
| Week: 09/25/12 10/01/12 MTWTF 1 | \$950.00 | | | |
| N 9 WISN 09/11/12 09/17/12 Nightline | 11p-1130p | :30 | NM 1 | \$400.00 |
| Start Date End Date Weekdays Spots/Week Week: 09/11/12 09/17/12 MTWTF 1 | Rate | |] | |
| FECOL COLLETE COLLETE | \$400.00 | | l | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

08/20/12 / 08/20/12



| | Contract / Revision
943784 / | Alt Order #
06278065 |
|---------------------------------------|---------------------------------|-------------------------|
| Contract Dates
09/11/12 - 10/01/12 | Product
DSCC-IE | Estimate # |
| Advertiser | lor | iginal Date / Revision |

Democratic Senatorial Ca

| | | Spots/ | | | |
|--|---------------------------|-----------------------|---------|-----|-------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | Type Sp | ots | Amount |
| Start Date End Date Weekdays Spots/Week N 10 WISN 09/18/12 10/01/12 Nightline | Rate | | | | _ |
| Start Date End Date Weekdays Spots/Week | 11p-1130p
<u>R</u> ate | :30 | NM | 2 | \$1,500.00 |
| Week: 09/18/12 09/24/12 MTWTF 1 | \$750.00 | | | | |
| Week: 09/25/12 10/01/12 MTWTF 1 | \$750.00 | | | | |
| N 11 WISN 09/11/12 09/17/12 11A-12N LTC 9/07 Start Date End Date Weekdays Spots/Week | 11-12pm | :30 | MM | 2 | \$400.00 |
| Start Date End Date Weekdays Spots/Week Week: 09/11/12 09/17/12 MTWTF 2 | <u>Rate</u>
\$200.00 | | | | |
| N 12 WISN 09/18/12 10/01/12 THE CHEW | 12P-1P | :30 | NM | 4 | \$1,200.00 |
| Start Date End Date Weekdays Spots/Week Week: 09/18/12 09/24/12 MTWTF 2 | Rate | | | • | V1,200.00 |
| Week: 09/18/12 09/24/12 MTWTF 2 Week: 09/25/12 10/01/12 MTWTF 2 | \$300.00
\$300.00 | | | | |
| N 13 WISN 09/11/12 09/17/12 General Hospital | 2-3pm/1-2p | :30 | NM | • | 0700.00 |
| Start Date End Date Weekdays Spots/Week | Rate | .50 | INIVI | 2 | \$700.00 |
| Week: 09/11/12 09/17/12 MTWTF 2 | \$350.00 | | | | |
| N 14 WISN 09/18/12 10/01/12 KATIE COURIC | M-F 2-3P | :30 | NM | 4 | \$2,000.00 |
| Start DateEnd DateWeekdaysSpots/WeekWeek: 09/18/1209/24/12MTWTF2 | <u>Rate</u>
\$500.00 | | | | |
| Week: 09/25/12 10/01/12 MTWTF 2 | \$500.00 | | | | |
| N 15 WISN 09/11/12 10/01/12 3-4p | 3-4p | :30 | NM | 6 | \$3,000.00 |
| Start Date End Date Weekdays Spots/Week Week: 09/11/12 09/17/12 MTWTF 2 | Rate | | | | , |
| Week: 09/11/12 | \$500.00
\$500.00 | | | | |
| Week: 09/25/12 10/01/12 MTWTF 2 | \$500.00 | | | | |
| N 16 WISN 09/11/12 09/17/12 DR. OZ | 4P-5P | :30 | NM | 2 | \$1,000.00 |
| Start Date End Date Weekdays Spots/Week Week: 09/11/12 09/17/12 MTWTF 2 | Rate | | | ••• | 4 1,000.00 |
| Week: 09/11/12 09/17/12 MTWTF 2 N 17 WISN 09/18/12 10/01/12 DR. OZ | \$500.00
4P-5P | | | | |
| Start Date End Date Weekdays Spots/Week | 4P-5P
Rate | :30 | NM | 4 | \$2,400.00 |
| Week: 09/18/12 09/24/12 MTWTF 2 | \$600.00 | | | | |
| Week: 09/25/12 10/01/12 MTWTF 2 | \$600.00 | | | | |
| N 18 WISN 09/11/12 10/01/12 News M-F 430a Start Date End Date Weekdays Spots/Week | 430-5a | :30 | NM | 3 | \$300.00 |
| Start Date End Date Weekdays Spots/Week Week: 09/11/12 09/17/12 MTWTF 1 | <u>Rate</u>
\$100.00 | | | | |
| Week: 09/18/12 09/24/12 MTWTF 1 | \$100.00 | | | | |
| Week: 09/25/12 10/01/12 MTWTF 1 | \$100.00 | | | | |
| N 19 WISN 09/18/12 10/01/12 News M-F 5p | 5-530pm | :30 | NM | 4 | \$4,000.00 |
| Start Date | <u>Rate</u>
\$1,000.00 | | | | |
| Week: 09/25/12 10/01/12 MTWTF 2 | \$1,000.00 | | | | |
| N 20 WISN 09/11/12 09/17/12 News M-F 5p | 5-530pm | :30 | NM | 2 | \$1,400.00 |
| Start Date Use Properties Spots/Week Week: 09/11/12 09/17/12 Weekdays Spots/Week Week 09/11/12 09/17/12 Weekdays 2 | <u>Rate</u> | | | _ | ψ·,, ιου.σο |
| | \$700.00 | | | | |
| N 21 WISN 09/11/12 09/17/12 News M-F 5a Start Date End Date Weekdays Spots/Week | 5-6A
<u>Rate</u> | :30 | NM | 2 | \$500.00 |
| Week: 09/11/12 09/17/12 MTWTF 2 | \$250.00 | | | | |
| N 22 WISN 09/18/12 10/01/12 News M-F 5a | 5-6A | :30 | NM | 4 | \$1,400.00 |
| Start Date End Date Weekdays Spots/Week Week: 09/18/12 09/24/12 MTWTF 2 | <u>Rate</u> | | | | . , |
| 7700K, 50/10/12 03/24/12 PITWIF Z | \$350.00 | | | | |

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Specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

08/20/12 / 08/20/12

759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

| | Contract / Revision
943784 / | Alt Order #
06278065 |
|---------------------|---------------------------------|-------------------------|
| Contract Dates | Product | Estimate # |
| 09/11/12 - 10/01/12 | DSCC-IE | 1612 |
| Advertiser | lOi | iginal Date / Revision |

Democratic Senatorial Ca

| *Line Ch Start Date End Date Description | Start/End Time | Spots/ Days Length Week Rate | Typo Si | aata | Amazunt |
|---|---|------------------------------|---------------------|------|-------------|
| Start Date End Date Weekdays Spots/Week Week: 09/25/12 10/01/12 MTWTF 2 | Rate
\$350.00 | Days Length Week Male | Type S _l | oots | Amount |
| N 23 WISN 09/11/12 09/17/12 News M-F 6p Start Date End Date Weekdays Spots/Week Week: 09/11/12 09/17/12 MTWTF 3 | 6-630pm
<u>Rate</u>
\$1,000.00 | :30 | NM | 3 | \$3,000.00 |
| N 24 WISN 09/18/12 10/01/12 News M-F 6p Start Date End Date Weekdays Spots/Week Week: 09/18/12 09/24/12 MTWTF 2 Week: 09/25/12 10/01/12 MTWTF 2 | 6-630pm
<u>Rate</u>
\$1,200.00 | :30 | NM | 4 | \$4,800.00 |
| N 25 WISN 09/18/12 10/01/12 News M-F 6a Start Date End Date Weekdays Spots/Week Week: 09/18/12 09/24/12 MTWTF 3 | \$1,200.00
6-7A
<u>Rate</u>
\$1,000.00 | :30 | NM | 6 | \$6,000.00 |
| Week: 09/25/12 10/01/12 MTWTF 3 N 26 WISN 09/11/12 09/17/12 News M-F 6a Start Date Week: 09/11/12 End Date MTWTF Spots/Week Week: 09/11/12 09/17/12 MTWTF 3 | \$1,000.00
6-7A
<u>Rate</u>
\$850.00 | :30 | NM | 3 | \$2,550.00 |
| N 27 WISN 09/11/12 09/17/12 Entertainment Tonight Start Date End Date Weekdays Spots/Week Week: 09/11/12 09/17/12 MTWTF 2 | 630p-7pm
<u>Rate</u>
\$750.00 | :30 | NM | 2 | \$1,500.00 |
| N 28 WISN 09/18/12 10/01/12 Entertainment Tonight Start Date | 630p-7pm
<u>Rate</u>
\$850.00
\$850.00 | :30 | NM | 4 | \$3,400.00 |
| N 29 WISN 09/11/12 10/01/12 Good Morning America Start Date End Date Weekdays Spots/Week Week: 09/11/12 09/17/12 MTWTF 6 Week: 09/25/12 10/01/12 MTWTF 6 | 7-9a
<u>Rate</u>
\$1,000.00
\$1,000.00
\$1,000.00 | :30 | NM | 18 | \$18,000.00 |
| N 30 WISN 09/18/12 10/01/12 LIVE WITH KELLY! Start Date | 9-10am
<u>Rate</u>
\$450.00
\$450.00 | :30 | NM | 4 | \$1,800.00 |
| N 31 WISN 09/11/12 09/17/12 LIVE WITH KELLY! Start Date | 9-10am
<u>Rate</u>
\$700.00 | :30 | NM | 2 | \$1,400.00 |
| N 32 WISN 09/21/12 09/28/12 2020 Start Date | Fri 9-10p
<u>Rate</u>
\$3,000.00
\$3,000.00 | :30 | NM | 2 | \$6,000.00 |
| N 33 WISN 09/17/12 09/17/12 BachPad Start Date | Prime Other
<u>Rate</u>
\$2,500.00 | :30 | NM | 1 | \$2,500.00 |
| N 34 WISN 09/24/12 10/01/12 Dancing Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 1 1 Week: 10/01/12 10/07/12 1 1 | Prime Other <u>Rate</u> \$5,500.00 \$5,500.00 | :30 | NM | 2 | \$11,000.00 |
| N 35 WISN 09/24/12 09/24/12 PACKERS GAME Start Date | PACKERS GAME
Rate
\$15,000.00 | :30 | NM | 1 | \$15,000.00 |

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Alt Order# Contract / Revision 943784 06278065 Product Contract Dates Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612 Advertiser Original Date / Revision

Democratic Senatorial Ca

08/20/12 / 08/20/12

| | | Spots/ | | | |
|---|-------------------------|------------------|-----------|-------|---|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week | Rate Type | Spots | Amount |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | **** | |
| N 36 WISN 09/15/12 09/15/12 Late News Sa 10pm | 10-1035p | :30 | NM | 1 | \$450.00 |
| Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 1- 1 | Rate | | | | , , , , , , |
| | \$450.00 | | | | |
| N 37 WISN 09/15/12 09/29/12 Entertainment Tonite Week Start Date End Date Weekdays Spots/Week | = - | :30 | NM | 3 | \$450.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>
Week: 09/10/12 09/16/121- 1 | <u>Rate</u>
\$150.00 | | : | | |
| Week: 09/17/12 09/23/121- 1 | \$150.00 | | | | |
| Week: 09/24/12 09/30/121- 1 | \$150.00 | | | | |
| N 38 WISN 09/15/12 09/29/12 College Football Game #2 | 230p-6p | :30 | NM | 3 | #2 COO OO |
| Start Date | Rate | .50 | IAIAI | 3 | \$3,600.00 |
| Week: 09/10/12 09/16/121- 1 | \$1,200.00 | | | | |
| Week: 09/17/12 09/23/121- 1 | \$1,200.00 | | · | | |
| Week: 09/24/12 09/30/121- 1 | \$1,200.00 | | : | | |
| N 39 WISN 09/15/12 09/15/12 Sa 458-6a | 456-6AM | :30 | NM | 1 | \$200.00 |
| Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 1- 1 | Rate | | | | |
| | \$200.00 | | | | |
| N 40 WISN 09/22/12 09/29/12 News Sa 6p-630p Start Date End Date Weekdays Spots/Week | 6-630pm | :30 | NM | 2 | \$1,400.00 |
| Week: 09/17/12 09/23/121- 1 | <u>Rate</u>
\$700.00 | | | | |
| Week: 09/24/12 09/30/121- 1 | \$700.00 | | | | |
| N 41 WISN 09/15/12 09/15/12 Sat GMA | 6-7a | :30 | NM | 4 | \$200.00 |
| Start Date End Date Weekdays Spots/Week | Rate | .50 | INIVI | 1 | \$300.00 |
| Week: 09/10/12 09/16/121- 1 | \$300.00 | | | | |
| N 42 WISN 09/15/12 09/15/12 News Sa 6p-630p | 6-630pm | :30 | MM | 1 | \$500.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | - | 4000.00 |
| Week: 09/10/12 09/16/121- 1 | \$500.00 | | | | |
| N 43 WISN 09/22/12 09/29/12 Sat 630-7p | 630-7p | :30 | NM | 2 | \$1,000.00 |
| Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 1- 1 | <u>Rate</u>
\$500.00 | | | | |
| Week: 09/24/12 09/30/121- 1 | \$500.00 | | | | |
| N 44 WISN 09/15/12 09/15/12 ABC Prime College Footbal | | :30 | | | •• •• • • • • • • • • • • • • • • • • • |
| Start Date End Date Weekdays Spots/Week | Rate | .30 | NM | 1 | \$1,100.00 |
| Week: 09/10/12 09/16/121 1 | \$1,100.00 | | | | |
| N 45 WISN 09/29/12 09/29/12 Badgers FB | 7-1030p | :30 | NM | 1 | \$8,500.00 |
| Start Date | Rate | .00 | 1417 | , | 90,500.00 |
| Week: 09/24/12 09/30/121- 1 | \$8,500.00 | | | | |
| N 46 WISN 09/16/12 09/16/12 Late News 10pm | 10p-1030p | :30 | NM | 1 | \$1,400.00 |
| Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 1 1 | Rate | | | | , |
| | \$1,400.00 | | | | |
| N 47 WISN 09/23/12 09/30/12 Late News SU 1030PM Start Date End Date Weekdays Spots/Week | 1030p-11p | :30 | NM | 2 | \$1,900.00 |
| Week: 09/17/12 | <u>Rate</u>
\$950.00 | | | | |
| Week: 09/24/12 09/30/121 1 | \$950.00 | | | | |
| N 48 WISN 09/23/12 09/30/12 Su 458-6a | 458-6AM | :30 | L13.4 | • | |
| Start Date End Date Weekdays Spots/Week | Rate | ,30 | NM | 2 | \$400.00 |
| Week: 09/17/12 09/23/121 1 | \$200.00 | | İ | | |
| Week: 09/24/12 09/30/121 1 | \$200.00 | | Ì | | |
| N 49 WISN 09/16/12 09/16/12 News Sun 530pm | 530-6p | :30 | NM | 1 | \$400.00 |
| | | | • | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



| | Contract / Revision
943784 / | <u>Alt Order #</u>
06278065 |
|---------------------------------------|---------------------------------|---|
| Contract Dates
09/11/12 - 10/01/12 | Product
DSCC-IE | Estimate # |
| Advertiser Democratic Senatorial Ca | | Original Date / Revision
08/20/12 / 08/20/12 |

Spots/ Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount Start Date End Date Weekdays Spots/Week Rate Week: 09/10/12 09/16/12 -----1 1 \$400.00 50 WISN 09/23/12 09/30/12 News Sun 530pm 530-6p :30 NM 2 \$1,000.00 Start Date **End Date** Weekdays Spots/Week <u>Rate</u> ----1 Week: 09/17/12 09/23/12 1 \$500.00 Week: 09/24/12 09/30/12 ----1 \$500.00 WISN 09/16/12 09/16/12 Sun GMA :30 NM \$250.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 09/10/12 09/16/12 \$250.00 1 52 WISN 09/23/12 09/30/12 Sun GMA :30 NM \$800.00 Start Date **End Date** Spots/Week Weekdays Rate Week: 09/17/12 09/23/12 \$400.00 -----1 1 Week: 09/24/12 09/30/12 ----1 1 \$400.00 09/30/12 53 WISN 09/23/12 News Sun 7-9a 7-9am :30 NM 2 \$1,000.00 Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Week: 09/17/12 09/23/12 ----1 1 \$500.00 ----1 Week: 09/24/12 09/30/12 1 \$500.00 54 WISN 09/23/12 09/30/12 This Week With George Step930-1030am :30 NM 2 \$2,000,00 Start Date End Date Weekdays Spots/Week Rate Week: 09/17/12 09/23/12 ----1 \$1,000.00 Week: 09/24/12 09/30/12 ----1 \$1,000.00 55 WISN 09/16/12 09/16/12 This Week With George Step930-1030am :30 NM \$650.00 Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Week: 09/10/12 09/16/12 1 \$650.00 56 WISN 09/27/12 09/27/12 LastResort Thu 7-8p :30 NM \$2,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/24/12 09/30/12 ---1---\$2,000.00 1 57 WISN 09/11/12 09/11/12 Trust Tue 8-9p :30 NM \$1,800.00 End Date Start Date Weekdays Spots/Week Rate Week: 09/10/12 09/16/12 -1*----*1 \$1,800.00 N 58 WISN 09/11/12 09/11/12 NYMed Tue 9-10p :30 NM \$1,800.00 Start Date End Date Spots/Week <u>Weekdays</u> Rate Week: 09/10/12 09/16/12 -1----\$1,800.00 Totals 146 \$145,700.00

| Time Period | # of Spots | Gross Amount | Net Amount |
|--------------------|------------|--------------|--------------|
| 08/27/12 -09/30/12 | 136 | \$134,650.00 | \$114,452.50 |
| 10/01/12 -10/01/12 | 10 | \$11,050.00 | \$9,392.50 |
| Totals | 146 | \$145,700.00 | \$123,845.00 |

| Signature: Date: | |
|------------------|--|
|------------------|--|

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonable substitute date and time, and for scheduled broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

| (b) | The Station shall exercise normal precautions in handling o | property and mail, but assumes no liability for loss or damage to program or commercial |
|-------------------------------------|---|---|
| materials and other property turnis | ined by the Agency in connection with broadcasts hereunder. | The Station will not accept or process mail, correspondence, or telephone calls in |
| connection with broadcasts except | after its prior approval. | The process was a superior of too prior to call at |

- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

CONTRACT

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 3050 K St NW Washington, DC 20007

| | Contract / Re | vision | Alt Order # | <u>‡</u> |
|-------------------------|----------------|----------|---------------|---------------|
| | 943784 | 1 | 06278065 | |
| Product | | | | |
| DSCC-IE | | | | |
| Contract Dates | Estimate # | | | |
| 09/11/12 - 10/01/12 | 1612 | | | |
| <u>Advertiser</u> | | | Original Date | / Revision |
| Democratic Senatorial C | ampaign Com | mittee | 08/23/12 | / 08/23/12 |
| | Billing Cycle | Billing | Calendar | Cash/Trade |
| | EOM/EOC | Broado | ast | Cash |
| | <u>Station</u> | Accour | nt Executive | Sales Office |
| | WISN | Will Hil | ldebrandt | HRP -Washingt |
| | Special Hand | ling | | |
| | | | | |
| | Demographic | | | |
| | Adults 35+ | | | |
| | | | | |
| | | | | |
| | IDB# | Adverti | ser Code | Product Code |
| | 8091 | 49 | | 53 |
| | Agency Ref | - | Advertiser | Ref |
| | | | | |

| | | Spots/ | | | |
|---|----------------------------------|-------------|------------|----------|------------|
| | nrt/End Time Days | Length Week | Rate Ty | pe Spots | Amount |
| N 1 WISN 09/11/12 09/17/12 GOOD AFTERNOON AMERITP-2 | | :30 | N | M 2 | \$600.00 |
| Start Date End Date Weekdays Spots/Week Week: 09/11/12 09/17/12 MTWTF 2 | Rate | | | | |
| | \$300.00
art/End Time Weekday | 1. 11 | | | |
| 1 WISN 09/11/12-09/17/12 GOOD AFTERNOON AMERI 1P- | | | Rate Ty | | |
| See MG 1.3,1.4 | -ZF LIO 9/07 MIUWIIIF | :30 | \$300.00 N | М | |
| 2 WISN 09/11/12-09/17/12 GOOD AFTERNOON AMERI 1P- | -2P LTC 9/07 MTuWThF | : :30 | \$300.00 N | м | |
| See MG 1.3,1.4 | | | 1. | "" | |
| | F 2-3P MTuWThF | : :30 | \$300.00 N | м | |
| (h) MG for 1.1,1.2 | | | | | |
| 4 WISN 09/11/12-09/17/12 KATIE COURIC M-F → MG for 1.1,1.2 | F2-3P MTuWThF | : :30 | \$300.00 N | М | |
| | | | | _ | |
| | om/1-2p | :30 | N | M 2 | \$700.00 |
| JACOB CONTROL OF THE PROPERTY | <u>Rate</u>
\$350.00 | | | | |
| | \$350.00 | | | | |
| | 1030p | :30 | . | | |
| Start Date End Date Weekdays Spots/Week | Rate | .30 | N | M 2 | \$2,800.00 |
| | 1,400.00 | | | | |
| | 1030p | :30 | N | —
М 4 | \$6,400,00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | ··· | Ψ0,400.00 |
| | ,600.00 | | | | |
| | ,600.00 | | | _ | |
| · · | 11am | :30 | N | M 2 | \$1,000.00 |
| Start Date End Date Weekdays Spots/Week Week: 09/18/12 09/24/12 MTWTF 1 | Rate | | | | |
| | \$500.00
\$500.00 | | | | |
| | | | | | |
| 6 WISN 09/11/12 09/17/12 The View 10-1
Start Date End Date Weekdays Spots/Week | l1am | :30 | N | M 2 | \$1,400.00 |
| 2011 | <u>Rate</u>
\$700.00 | | | | |
| 7 112011 4011111 | 0p-11p | .30 | | ∄ . | |
| Start Date End Date Weekdays Spots/Week | Rate | :30 | N | M 1. | \$850.00 |
| | · | | | I | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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20 WISN 09/11/12 09/17/12 News M-F 5p

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 943784 06278065

NM

\$1,400.00

Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

<u>Advertiser</u> Original Date / Revision 08/23/12 / 08/23/12 Democratic Senatorial Ca

| *Line Ch Start Date End Date Description | Start/End Time | Spots/
Days Length Week F | Rate TypeS | noto | ^ |
|--|--|------------------------------|-------------|------|------------|
| Start Date End Date Weekdays Spots | Week Rate 1 \$850.00 | Days Longil Week [| vare Type 3 | pots | Amount |
| Week: 09/18/12 09/24/12 MTWTF | 1030p-11p
<u>Week</u> <u>Rate</u>
1 \$950.00
1 \$950.00 | :30 | NM | 2 | \$1,900.00 |
| | 11p-1130p
<u>/Week</u> <u>Rate</u>
1 \$400.00 | :30 | NM | 1 | \$400.00 |
| 10 WISN 09/18/12 10/01/12 Nightline Start Date End Date Weekdays Spots Week: 09/18/12 09/24/12 MTWTF Week: 09/25/12 10/01/12 MTWTF | 11p-1130p
<u>/Week Rate</u>
1 \$750.00
1 \$750.00 | :30 | NM | 2 | \$1,500.00 |
| | 11-12pm
<u>Week</u> <u>Rate</u>
2 \$200.00 | :30 | NM | 2 | \$400.00 |
| Week: 09/18/12 09/24/12 MTWTF | 12P-1P
<u>Week Rate</u>
2 \$300.00
2 \$300.00 | :30 | NM | 4 | \$1,200.00 |
| | 2-3pm/1-2p
<u>Week Rate</u>
2 \$350.00 | :30 | NM | 2 | \$700.00 |
| Week: 09/18/12 09/24/12 MTWTF | M-F 2-3P
Week <u>Rate</u>
2 \$500.00
2 \$500.00 | :30 | NM | 4 | \$2,000.00 |
| Week: 09/11/12 09/17/12 MTWTF
Week: 09/18/12 09/24/12 MTWTF | 3-4p
<u>Week Rate</u>
2 \$500.00
2 \$500.00
2 \$500.00 | :30 | NM | 6 | \$3,000.00 |
| | 4P-5P
<u>Week Rate</u>
2 \$500.00 | :30 | NM | 2 | \$1,000.00 |
| Week: 09/18/12 09/24/12 MTWTF | 4P-5P
<u>Week Rate</u>
2 \$600.00
2 \$600.00 | :30 | NM | 4 | \$2,400.00 |
| 18 WISN 09/11/12 10/01/12 News M-F 430a Start Date End Date Weekdays Spots Week: 09/11/12 09/17/12 MTWTF Week: 09/18/12 09/24/12 MTWTF Week: 09/25/12 10/01/12 MTWTF | 430-5a
<u>Week Rate</u>
\$100.00
\$100.00
\$100.00 | :30 | NM | 3 | \$300.00 |
| | 5-530pm
<u>Week Rate</u>
2 \$1,000.00
2 \$1,000.00 | :30 | NM | 4 | \$4,000.00 |

:30

5-530pm

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order # 943784 06278065 Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision Democratic Senatorial Ca 08/23/12 / 08/23/12

Spots/ *Line Ch Start Date End Date Description Start/End Time Davs Length Week Rate Type Spots Amount Weekdays Start Date End Date Spots/Week Rate Week: 09/11/12 09/17/12 MTWTF ---2 \$700.00 WISN 09/11/12 09/17/12 5-6A News M-F 5a :30 NM 2 \$500.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/11/12 09/17/12 MTWTF--\$250.00 22 WISN 09/18/12 10/01/12 News M-F 5a 5-6A :30 NM \$1,400.00 End Date Start Date Weekdays 4 1 Spots/Week Rate Week: 09/18/12 09/24/12 MTWTF--2 \$350.00 Week: 09/25/12 10/01/12 MTWTF ---2 \$350.00 WISN 09/11/12 09/17/12 News M-F 6p 6-630pm :30 NM 3 \$3,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/11/12 09/17/12 MTWTF--3 \$1,000.00 WISN 09/18/12 10/01/12 News M-F 6p 6-630pm :30 NM 4 \$4,800.00 Weekdays Start Date **End Date** Spots/Week Rate Week: 09/18/12 09/24/12 MTWTF--2 \$1,200.00 Week: 09/25/12 10/01/12 MTWTE--2 \$1,200.00 WISN 09/18/12 10/01/12 News M-F 6a :30 NM 6 \$6,000.00 Weekdays Start Date End Date Spots/Week Rate Week: 09/18/12 09/24/12 MTWTF--\$1,000.00 3 Week: 09/25/12 10/01/12 MTWTF--3 \$1,000.00 WISN 09/11/12 09/17/12 News M-F 6a 6-7A :30 NM 3 \$2,550.00 End Date Start Date <u>Weekdays</u> Spots/Week Rate Week: 09/11/12 09/17/12 MTWTF-\$850.00 3 WISN 09/11/12 09/17/12 **Entertainment Tonight** 630p-7pm :30 NM 2 \$1,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/11/12 09/17/12 MTWTF--2 \$750.00 WISN 09/18/12 10/01/12 **Entertainment Tonight** 630p-7pm :30 NM \$3,400.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 09/18/12 09/24/12 MTWTF--2 \$850.00 Week: 09/25/12 10/01/12 MTWTF--2 \$850.00 WISN 09/11/12 10/01/12 Good Morning America 7-9a :30 NM 18 \$18,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/11/12 09/17/12 MTWTF--\$1,000.00 6 Week: 09/18/12 09/24/12 MTWTF--6 \$1,000.00 Week: 09/25/12 10/01/12 MTWTF--6 \$1,000.00 30 WISN 09/18/12 10/01/12 LIVE WITH KELLY! 9-10am :30 NM \$1,800.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 09/18/12 09/24/12 MTWTF--2 \$450.00 Week: 09/25/12 10/01/12 MTWTF--2 \$450.00 31 WISN 09/11/12 LIVE WITH KELLY! 09/17/12 9-10am :30 NM \$1,400.00 Weekdays Start Date End Date Spots/Week Rate Week: 09/11/12 09/17/12 MTWTF--2 \$700.00 32 WISN 09/21/12 2020 09/28/12 Fri 9-10p :30 NM 2 \$6,000.00 Weekdays Start Date **End Date** Spots/Week Rate Week: 09/17/12 09/23/12 ----1--\$3,000.00 1 Week: 09/24/12 09/30/12 ----1--1 \$3,000.00 33 WISN 09/17/12 09/17/12 BachPad Prime Other :30 NM 1 \$2,500.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 09/17/12 09/23/12 \$2,500.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



Contract / Revision Alt Order# 943784 06278065 Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

<u>Advertiser</u> Original Date / Revision 08/23/12 Democratic Senatorial Ca / 08/23/12

| *Line Ch Start | Date End D | ate Descriptio | n | Start/End Time | Days | Spots/
Length Week | Rate | TypeS | Spots | Amount |
|--|---|-------------------------------|-----------------|----------------------------|------|-----------------------|------|--------|-------|----------------|
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | |
| 34 WISN 09/24
<u>Start Date</u>
Week: 09/24/12 | /12 10/01/
End Date
09/30/12 | 12 Dancing
<u>Weekdays</u> | Spots/Week | Prime Other
<u>Rate</u> | | :30 | | NM | 2 | \$11,000.00 |
| Week: 10/01/12 | 10/07/12 | 1 | 1 | \$5,500.00
\$5,500.00 | | | | | | |
| 35 WISN 09/24 | /12 09/24/ | 12 PACKERS | GAME | PACKERS GAME | | :30 | | NM | 1 | \$15,000.00 |
| Start Date
Week: 09/24/12 | End Date
09/30/12 | <u>Weekdays</u>
1 | Spots/Week
1 | <u>Rate</u>
\$15,000.00 | | | | 1 1,00 | | ¥10,000.00 |
| 36 WISN 09/15 | | 12 Late News | Sa 10pm | 10-1035p | | :30 | • | NM | 1 | \$450.00 |
| <u>Start Date</u>
Week: 09/10/12 | End Date
09/16/12 | Weekdays
1- | Spots/Week
1 | <u>Rate</u>
\$450.00 | | | | | | , , , , , , |
| 37 WISN 09/15 | | | ent Tonite Week | erET Weekend | ••• | :30 | | NM | 3 | \$450.00 |
| <u>Start Date</u>
Week: 09/10/12 | End Date
09/16/12 | <u>Weekdays</u>
1- | Spots/Week | Rate | | | | 1 | | |
| Week: 09/10/12
Week: 09/17/12 | 09/16/12 | 1- | 1 | \$150.00 | | | | | | |
| Week: 09/24/12 | 09/30/12 | 1- | ι
1 | \$150.00
\$150.00 | | | | | | |
| 38 WISN 09/15 | | | otball Game #2 | | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | 230p-6p
Rate | | :30 | | NM | 3 | \$3,600.00 |
| Week: 09/10/12 | 09/16/12 | 1- | 1 | \$1,200.00 | | | | | | |
| Week: 09/17/12 | 09/23/12 | 1 | 1 | \$1,200.00 | | | | | | |
| Week: 09/24/12 | 09/30/12 | 1- | 1 | \$1,200.00 | | | | | | |
| 39 WISN 09/15 | /12 09/15/ | 12 Sa 458-6a | | 456-6AM | | :30 | | NM | 1 | \$200.00 |
| Start Date
Week: 09/10/12 | <u>Епd Date</u>
09/16/12 | <u>Weekdays</u>
1- | Spots/Week
1 | <u>Rate</u>
\$200.00 | | | | ,, | • | Ψ200.00 |
| 40 WISN 09/22 | /12 09/29/ | 2 News Sa 6p | -630p | 6-630pm | | :30 | | NM | 2 | \$1,400.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | - | Ψ1,100.00 |
| Week: 09/17/12 | 09/23/12 | 1- | 1 | \$700.00 | | | | | | |
| Week: 09/24/12 | 09/30/12 | | 1 | \$700.00 | | | | | | |
| 41 WISN 09/15 | | | | 6-7a | | :30 | | NM | 1 | \$300.00 |
| <u>Start Date</u>
Week: 09/10/12 | End Date
09/16/12 | <u>Weekdays</u>
1- | Spots/Week
1 | <u>Rate</u>
\$300.00 | | | | 1 | | |
| 42 WISN 09/15 | *************************************** | | | 6-630pm | | :30 | | NM | 1 | ¢E00.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .00 | | INIVI | ' | \$500.00 |
| Week: 09/10/12 | 09/16/12 | 1- | 1 | \$500.00 | | | | | | |
| 43 WISN 09/22 | /12 09/29/1 | l2 Sat 630-7p | | 630-7p | | :30 | | NM | 2 | \$1,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | 7 1,000,00 |
| Week: 09/17/12
Week: 09/24/12 | 09/23/12
09/30/12 | 1-
1- | 1
1 | \$500.00 | | | | | | |
| 44 WISN 09/15/ | | | • | \$500.00 | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | :30 | | NM | 1 | \$1,100.00 |
| Week: 09/10/12 | 09/16/12 | 1- | 1 | \$1,100.00 | | | | | | |
| 45 WISN 09/29/ | | - | | 7-1030p | | :30 | | NM | 1 | \$8,500.00 |
| <u>Start Date</u>
Week: 09/24/12 | End Date
09/30/12 | <u>Weekdays</u>
1- | Spots/Week
1 | <u>Rate</u>
\$8,500.00 | | | | | | |
| 46 WISN 09/16/ | 12 09/16/1 | 2 Late News 1 | 10pm | 10p-1030p | | :30 | | NM | 4 | £4 400 55 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .50 | | LAIM | 1 | \$1,400.00 |
| Week: 09/10/12 | 09/16/12 | 1 | 1 | \$1,400.00 | | | | | | |
| 47 WISN 09/23/ | | 2 Late News 8 | SU 1030PM | 1030p-11p | | :30 | | NM | 2 | \$1,900.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | - | \$1,000.00 |

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Contract / Revision Alt Order # 943784 06278065 Contract Dates Product Estimate #

09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 08/23/12 / 08/23/12 Democratic Senatorial Ca

| h | Week | Rate | Type Spots | / |
|---|--------|------|------------|---|
| | Spots/ | | | |

| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | Type Spots | Amount |
|---|---|-----------------------|-------------|------------|
| Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 1 1 Week: 09/24/12 09/30/12 1 1 | <u>Rate</u>
\$950.00
\$950.00 | | | |
| 48 WISN 09/23/12 09/30/12 Su 458-6a Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1 | 458-6AM
<u>Rate</u>
\$200.00
\$200.00 | :30 | NM 2 | \$400.00 |
| 49 WISN 09/16/12 09/16/12 News Sun 530pm <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121 1 | 530-6p
<u>Rate</u>
\$400.00 | :30 | NM 1 | \$400.00 |
| 50 WISN 09/23/12 09/30/12 News Sun 530pm Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 1 1 Week: 09/24/12 09/30/12 1 1 | 530-6p
<u>Rate</u>
\$500.00
\$500.00 | :30 | NM 2 | \$1,000.00 |
| 51 WISN 09/16/12 09/16/12 Sun GMA <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121 1 | 6-7a
<u>Rate</u>
\$250.00 | :30 | NM 1 | \$250.00 |
| 52 WISN 09/23/12 09/30/12 Sun GMA Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 1 1 Week: 09/24/12 09/30/12 1 1 | 6-7a
<u>Rate</u>
\$400.00
\$400.00 | :30 | NM 2 | \$800.00 |
| 53 WISN 09/23/12 09/30/12 News Sun 7-9a Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 1 1 Week: 09/24/12 09/30/12 1 1 | 7-9am
<u>Rate</u>
\$500.00
\$500.00 | :30 | NM 2 | \$1,000.00 |
| 54 WISN 09/23/12 09/30/12 This Week With George Ste Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 1 1 Week: 09/24/12 09/30/12 1 1 | ep930-1030am
<u>Rate</u>
\$1,000.00
\$1,000.00 | :30 | NM 2 | \$2,000.00 |
| 55 WISN 09/16/12 09/16/12 This Week With George Ste
Start Date End Date Weekdays Spots/Week
Week: 09/10/12 09/16/121 1 | p930-1030am
<u>Rate</u>
\$650.00 | :30 | NM 1 | \$650.00 |
| 56 WISN 09/27/12 09/27/12 LastResort Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 1 1 | Thu 7-8p
<u>Rate</u>
\$2,000.00 | :30 | NM 1 | \$2,000.00 |
| 57 WISN 09/11/12 09/11/12 Trust <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12 -1 1 | Tue 8-9p
<u>Rate</u>
\$1,800.00 | :30 | NM 1 | \$1,800.00 |
| 58 WISN 09/11/12 09/11/12 NYMed Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 -1 1 | Tue 9-10p
<u>Rate</u>
\$1,800.00 | :30 | NM 1 | \$1,800.00 |

Totals 146 \$145,700.00

| Time Period | # of Spots | Gross Amount | Net Amount |
|--------------------|------------|--------------|--------------|
| 08/27/12 -09/30/12 | 136 | \$134,650.00 | \$114,452.50 |
| 10/01/12 -10/01/12 | 10 | \$11,050.00 | \$9,392.50 |
| Totals | 146 | \$145,700.00 | \$123,845.00 |

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| | 943784 / | 06278065 |
|---------------------------------------|--------------------|---|
| Contract Dates
09/11/12 - 10/01/12 | Product
DSCC-IE | Estimate #
1612 |
| Advertiser Democratic Senatorial C | | Original Date / Revision
08/23/12 / 08/23/12 |

| Signature: | Date: |
|------------|-------|
|------------|-------|

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

- (b) The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercial materials and other property furnished by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in connection with broadcasts except after its prior approval.
- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 3050 K St NW Washington, DC 20007

| | Contract / Rev | <u>vísion</u> | Alt Orde | 21 # |
|--------------------------|----------------|-------------------|-------------|-----------------------|
| | 943784 | 1 | 062780 | 65 |
| Product | | | | |
| OSCC-IE | | | | |
| Contract Dates | Estimate # | | | |
| 09/11/12 - 10/01/12 | 1612 | | | |
| <u>Advertiser</u> | | | Original Da | <u>ite / Revision</u> |
| Democratic Senatorial Ca | ampaign Com | mittee | 08/24/12 | / 08/24/12 |
| | Billing Cycle | Billing (| Calendar | Cash/Trade |
| | EOM/EOC | Broado | ast | Cash |
| | Station | Account Executive | | Sales Office |
| | WISN | Will Hil | debrandt | HRP -Washingto |
| | Special Handl | ling | | |
| | Demographic | | | |
| | Adults 35+ | | | |
| | | | | |
| | IDB# | <u>Adverti</u> | ser Code | Product Code |
| | 8091 | 49 | | 53 |
| | Agency Ref | | Advertis | ser Ref |

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount WISN 09/18/12 09/28/12 GOOD AFTERNOON AMERI1P-2P LTC 9/07 NM \$600.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/17/12 \$300.00 09/23/12 --WTF--Start/End Time Spot Ch Date Range <u>Description</u> Weekdays Length Rate Type 3 WISN 09/11/12-09/17/12 KATIE COURIC M-F 2-3P MTuWThF----:30 \$300.00 NM See MG 1.5,1.6 4 WISN 09/11/12-09/17/12 KATIE COURIC M-F 2-3P MTuWThF----:30 \$300.00 NM → See MG 1.5,1.6 5 WISN 09/18/12-09/28/12 KATIE COURIC M-F 2-3P MTuWThF----:30 \$300.00 NM MG for 1.3,1.4 7 WISN 09/17/12-09/23/12 GOOD AFTERNOON AMERI1P-2P LTC 9/07 ---WThF----.30 \$300.00 NM Credited Week: 09/24/12 09/30/12 --WTF--\$300.00 Spot Ch Date Range <u>Description</u> Start/End Time Weekdays Lenath Type Rate 6 WISN 09/18/12-09/28/12 KATIE COURIC M-F 2-3P MTuWThF----.30 \$300.00 NM MG for 1.3,1.4 8 WISN 09/24/12-09/30/12 GOOD AFTERNOON AMERI 1P-2P LTC 9/07 ---WThF----:30 \$300.00 NM Credited 2 WISN 09/18/12 09/30/12 General Hospital 2-3pm/1-2p :30 NM \$700.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/17/12 09/23/12 --WTF--\$350.00 1 Week: 09/24/12 09/30/12 MTWTF--\$350.00 3 WISN 09/12/12 09/14/12 Late News 10PM 10-1030p :30 NM 2 \$2,800.00 Start Date Spots/Week End Date Weekdays Rate Week: 09/10/12 09/16/12 --WTF--2 \$1,400.00 4 WISN 09/18/12 09/28/12 Late News 10PM 10-1030p :30 NM \$6,400.00 End Date Start Date <u>Weekdays</u> Spots/Week Rate Week: 09/17/12 09/23/12 -TWTF--\$1,600.00 2 Week: 09/24/12 09/30/12 MTWTF--\$1,600.00 WISN 09/18/12 09/28/12 The View 10-11am :30 NM 2 \$1,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/17/12 09/23/12 -TWTF--\$500.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order # 943784 06278065

Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

<u>Advertiser</u> Original Date / Revision 08/24/12 / 08/24/12 Democratic Senatorial Ca

| | | Spots/ | | | |
|--|-------------------------|-----------------------|----------|----|------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | Type Spo | ts | Amount |
| Start DateEnd DateWeekdaysSpots/WeekWeek: 09/24/1209/30/12MTWTF1 | <u>Rate</u>
\$500.00 | | | | |
| N 6 WISN 09/12/12 09/14/12 The View | 10-11am | :30 | NM | 2 | \$1,400.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12WTF 2 | <u>Rate</u>
\$700.00 | | | | |
| N 7 WISN 09/12/12 09/14/12 Late News 1030PM | 1030p-11p | :30 | NM | 1 | \$850.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | • | Ψ030.00 |
| Week: 09/10/12 | \$850.00
1030p-11p | :30 | NM | _ | 04.000.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | .30 | IAIAI | 2 | \$1,900.00 |
| Week: 09/17/12 09/23/12 -TWTF 1 Week: 09/24/12 09/30/12 MTWTF 1 | \$950.00 | | | | |
| N 9 WISN 09/12/12 09/14/12 Nightline | \$950.00
11p-1130p | :30 | NINA | 4 | 0.400.00 |
| Start Date End Date Weekdays Spots/Week | Rate | .30 | NM | 1 | \$400.00 |
| Week: 09/10/12 09/16/12WTF 1 | \$400.00 | | | | |
| N 10 WISN 09/18/12 09/29/12 Nightline Start Date End Date Weekdays Spots/Week | 11p-1130p
Rate | :30 | NM | 2 | \$1,500.00 |
| Week: 09/17/12 09/23/12 -TWTF 1 | \$750.00 | | | | |
| Week: 09/24/12 09/30/12 MTWTF 1 | \$750.00 | | | | |
| N 11 WISN 09/12/12 09/14/12 11A-12N LTC 9/07 Start Date End Date Weekdays Spots/Week | 11-12pm | :30 | NM | 2 | \$400.00 |
| Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12wTF 2 | <u>Rate</u>
\$200.00 | | | | |
| N 12 WISN 09/18/12 09/28/12 THE CHEW | 12P-1P | :30 | NM | 4 | \$1,200.00 |
| Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TWTF 2 | <u>Rate</u>
\$300.00 | | | | |
| Week: 09/24/12 09/30/12 MTWTF 2 | \$300.00 | | | | |
| N 13 WISN 09/12/12 09/14/12 General Hospital | 2-3pm/1-2p | :30 | NM | 2 | \$700.00 |
| Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 wTF 2 | <u>Rate</u>
\$350.00 | | | | |
| N 14 WISN 09/18/12 09/28/12 KATIE COURIC | M-F 2-3P | :30 | NM | 4 | ¢2 000 00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | .50 | INIVI | 4 | \$2,000.00 |
| Week: 09/17/12 09/23/12 -TWTF 2 Week: 09/24/12 09/30/12 MTWTF 2 | \$500.00
\$500.00 | | | | |
| N 15 WISN 09/12/12 09/28/12 3-4p | 3-4p | :30 | NM | c | P2 000 00 |
| Start Date End Date Weekdays Spots/Week | Rate | .50 | 14141 | 6 | \$3,000.00 |
| Week: 09/10/12 | \$500.00 | | | | |
| Week: 09/17/12 09/23/12 MTWTF 2 Week: 09/24/12 09/30/12 MTWTF 2 | \$500.00
\$500.00 | | | | |
| N 16 WISN 09/12/12 09/14/12 DR. OZ | 4P-5P | :30 | NM | 2 | \$1,000.00 |
| Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 wTF 2 | <u>Rate</u>
\$500.00 | | | - | 71,000.00 |
| N 17 WISN 09/18/12 09/28/12 DR. OZ | 4P-5P | :30 | NM | 4 | 92 400 00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | .00 | TAIAE | 7 | \$2,400.00 |
| Week: 09/17/12 09/23/12 -TWTF 2 Week: 09/24/12 09/30/12 MTWTF 2 | \$600.00
\$600.00 | | | | |
| N 18 WISN 09/12/12 09/28/12 News M-F 430a | 430-5a | :30 | NM | 2 | ¢200.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | .00 | LAIM | 3 | \$300.00 |
| Week: 09/10/12 | \$100.00
\$100.00 | | | | |
| TTOOK OUTTITLE OUTED/12 MIWIF" | φ100.00 | | l | | |

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 Contract / Revision
 Alt Order #

 943784 /
 06278065

 Contract Dates
 Product
 Estimate #

09/11/12 - 10/01/12 DSCC-IE Estimate #
1612

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 08/24/12 / 08/24/12

| *Line Ch Start Date End Date Description | Start/End Time | Spots/
Days Length Week Rate | Type S _i | pots | Amount |
|---|---|---------------------------------|---------------------|------|-------------|
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/12 MTWTF 1 | <u>Rate</u>
\$100.00 | | | | |
| N 19 WISN 09/18/12 09/28/12 News M-F 5p Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TWTF 2 Week: 09/24/12 09/30/12 MTWTF 2 | 5-530pm
<u>Rate</u>
\$1,000.00
\$1,000.00 | :30 | NM | 4 | \$4,000.00 |
| N 20 WISN 09/12/12 09/14/12 News M-F 5p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12WTF 2 | 5-530pm
<u>Rate</u>
\$700.00 | :30 | NM | 2 | \$1,400.00 |
| N 21 WISN 09/12/12 09/14/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12WTF 2 | 5-6A
<u>Rate</u>
\$250.00 | :30 | NM | 2 | \$500.00 |
| N 22 WISN 09/18/12 09/28/12 News M-F 5a Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TWTF 2 Week: 09/24/12 09/30/12 MTWTF 2 | 5-6A
<u>Rate</u>
\$350.00
\$350.00 | :30 | NM | 4 | \$1,400.00 |
| N 23 WISN 09/12/12 09/14/12 News M-F 6p Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 WTF 3 | 6-630pm
<u>Rate</u>
\$1,000.00 | :30 | NM | 3 | \$3,000.00 |
| N 24 WISN 09/18/12 09/28/12 News M-F 6p Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TWTF 2 Week: 09/24/12 09/30/12 MTWTF 2 | 6-630pm
<u>Rate</u>
\$1,200.00
\$1,200.00 | :30 | NM | 4 | \$4,800.00 |
| N 25 WISN 09/18/12 09/28/12 News M-F 6a Start Date Week: 09/17/12 End Date 09/23/12 Weekdays -TWTF Spots/Week Week: 09/24/12 09/30/12 MTWTF 3 | 6-7A
<u>Rate</u>
\$1,000.00
\$1,000.00 | :30 | NM | 6 | \$6,000.00 |
| N 26 WISN 09/12/12 09/14/12 News M-F 6a Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12WTF 3 | 6-7A
<u>Rate</u>
\$850.00 | :30 | NM | 3 | \$2,550.00 |
| N 27 WISN 09/12/12 09/14/12 Entertainment Tonight Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12WTF 2 | 630p-7pm
<u>Rate</u>
\$750.00 | :30 | ММ | 2 | \$1,500.00 |
| N 28 WISN 09/18/12 09/28/12 Entertainment Tonight Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TWTF 2 Week: 09/24/12 09/30/12 MTWTF 2 | 630p-7pm
<u>Rate</u>
\$850.00
\$850.00 | :30 | NM | 4 | \$3,400.00 |
| N 29 WISN 09/12/12 09/28/12 Good Morning America Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 WTF 6 Week: 09/24/12 09/30/12 MTWTF 6 | 7-9a
<u>Rate</u>
\$1,000.00
\$1,000.00
\$1,000.00 | :30 | NM | 18 | \$18,000.00 |
| N 30 WISN 09/18/12 09/28/12 LIVE WITH KELLY! Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TwTF 2 Week: 09/24/12 09/30/12 MTWTF 2 | 9-10am
<u>Rate</u>
\$450.00
\$450.00 | :30 | NM | 4 | \$1,800.00 |
| N 31 WISN 09/12/12 09/14/12 LIVE WITH KELLY! <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12WTF 2 | 9-10am
<u>Rate</u>
\$700.00 | :30 | NM | 2 | \$1,400.00 |

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Contract / Revision Alt Order # 943784 06278065 Product

Contract Dates Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision Democratic Senatorial Ca 08/24/12 / 08/24/12

| *Line Ch Start Date End Date Description | Start/End Time | Spots/ Days Length Week Rate | Tuno Spain | A |
|--|--|------------------------------|-------------|-------------|
| Start Date End Date Weekdays Spots/Week | Rate | Days Length Week Nate | Type Spots | Amount |
| 32 WISN 09/21/12 09/28/12 2020 Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1 | Fri 9-10p <u>Rate</u> \$3,000.00 \$3,000.00 | :30 | NM 2 | \$6,000.00 |
| 33 WISN 09/17/12 09/17/12 BachPad <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 1 1 | Prime Other
<u>Rate</u>
\$2,500.00 | :30 | NM 1 | \$2,500.00 |
| 34 WISN 09/24/12 10/01/12 Dancing Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 1 1 Week: 10/01/12 10/07/12 1 1 | Prime Other
<u>Rate</u>
\$5,500.00
\$5,500.00 | :30 | NM 2 | \$11,000.00 |
| 35 WISN 09/24/12 09/24/12 PACKERS GAME <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/12 1 1 | PACKERS GAME
Rate
\$15,000.00 | :30 | NM 1 | \$15,000.00 |
| 36 WISN 09/15/12 09/15/12 Late News Sa 10pm Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121- 1 | 10-1035p
<u>Rate</u>
\$450.00 | :30 | NM 1 | \$450.00 |
| 37 WISN 09/15/12 09/29/12 Entertainment Tonite Weeks Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121- 1 Week: 09/17/12 09/23/121- 1 Week: 09/24/12 09/30/121- 1 | erET Weekend
<u>Rate</u>
\$150.00
\$150.00
\$150.00 | :30 | NM 3 | \$450.00 |
| 38 WISN 09/15/12 09/29/12 College Football Game #2 Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 1- 1 Week: 09/17/12 09/23/12 1- 1 Week: 09/24/12 09/30/12 1- 1 | 230p-6p
<u>Rate</u>
\$1,200.00
\$1,200.00
\$1,200.00 | :30 | NM 3 | \$3,600.00 |
| 39 WISN 09/15/12 09/15/12 Sa 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121- 1 | 456-6AM
<u>Rate</u>
\$200.00 | :30 | NM 1 | \$200.00 |
| 40 WISN 09/22/12 09/29/12 News Sa 6p-630p Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 1- 1 Week: 09/24/12 09/30/12 1- 1 | 6-630pm
<u>Rate</u>
\$700.00
\$700.00 | :30 | NM 2 | \$1,400.00 |
| 41 WISN 09/15/12 09/15/12 Sat GMA Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121- 1 | 6-7a
<u>Rate</u>
\$300.00 | :30 | NM 1 | \$300.00 |
| 42 WISN 09/15/12 09/15/12 News Sa 6p-630p Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 1- 1 | 6-630pm
<u>Rate</u>
\$500.00 | :30 | NM 1 | \$500.00 |
| 43 WISN 09/22/12 09/29/12 Sat 630-7p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/121- 1 Week: 09/24/12 09/30/121- 1 | 630-7p
<u>Rate</u>
\$500.00
\$500.00 | :30 | NM 2 | \$1,000.00 |
| 44 WISN 09/15/12 09/15/12 ABC Prime College Footbal Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121- 1 | 7-1030p
<u>Rate</u>
\$1,100.00 | :30 | NM 1 | \$1,100.00 |
| 45 WISN 09/29/12 09/29/12 Badgers FB | 7-1030p | :30 | NM 1 | \$8,500.00 |

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Contract / Revision Alt Order # 943784 06278065 Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

<u>Advertiser</u> Original Date / Revision 08/24/12 / 08/24/12 Democratic Senatorial Ca

| *Line Ch Start Date End Date Description | Start/End Time | Spots/
Days Length Week Rate | Type Spots | Amount |
|--|---------------------------|---------------------------------|------------|------------|
| Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 1- 1 | <u>Rate</u>
\$8,500.00 | | | |
| 46 WISN 09/16/12 09/16/12 Late News 10pm | 10p-1030p | :30 | NM 1 | \$1,400.00 |
| Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 1 1 | <u>Rate</u>
\$1,400.00 | | | |
| 47 WISN 09/23/12 09/30/12 Late News SU 1030PM Start Date End Date Weekdays Spots/Week | 1030p-11p | :30 | NM 2 | \$1,900.00 |
| Week: 09/17/12 09/23/121 1 | <u>Rate</u>
\$950.00 | | | |
| Week: 09/24/12 09/30/121 1 | \$950.00 | | | |
| 48 WISN 09/23/12 09/30/12 Su 458-6a Start Date End Date Weekdays Spots/Week | 458-6AM
Rate | :30 | NM 2 | \$400.00 |
| Week: 09/17/12 09/23/121 1 | \$200.00 | | | |
| Week: 09/24/12 09/30/121 1 | \$200.00 | | | |
| 49 WISN 09/16/12 09/16/12 News Sun 530pm
Start Date End Date Weekdays Spots/Week | 530-6p | :30 | NM 1 | \$400.00 |
| Week: 09/10/12 09/16/121 1 | <u>Rate</u>
\$400.00 | | l | |
| 50 WISN 09/23/12 09/30/12 News Sun 530pm | 530-6p | :30 | NM 2 | \$1,000.00 |
| Start Date | <u>Rate</u>
\$500.00 | | | 4 1,000.00 |
| Week: 09/24/12 09/30/121 1 | \$500.00 | | | |
| 51 WISN 09/16/12 09/16/12 Sun GMA | 6-7a | :30 | NM 1 | \$250.00 |
| Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 1 1 | <u>Rate</u>
\$250.00 | | , | Ψ2.00.00 |
| 52 WISN 09/23/12 09/30/12 Sun GMA | 6-7a | :30 | NM 2 | \$800.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/121 1 | Rate | | 2 | φουσ.σσ |
| Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1 | \$400.00
\$400.00 | | | |
| 53 WISN 09/23/12 09/30/12 News Sun 7-9a | 7-9am | :30 | NM 2 | \$1,000,00 |
| Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 1 1 | Rate | .00 | NW. | \$1,000.00 |
| Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1 | \$500.00
\$500.00 | | | |
| 54 WISN 09/23/12 09/30/12 This Week With George Ste | | :30 | NM 2 | #0 000 oo |
| Start Date End Date Weekdays Spots/Week | Rate | .00 | 14101 | \$2,000.00 |
| Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1 | \$1,000.00
\$1,000.00 | | | |
| 55 WISN 09/16/12 09/16/12 This Week With George Ste | | :30 | NM 1 | 0050.00 |
| Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 1 1 | <u>Rate</u>
\$650.00 | .50 | NM 1 | \$650.00 |
| 56 WISN 09/27/12 09/27/12 LastResort | Thu 7-8p | :30 | NM 1 | \$2,000.00 |
| Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 1 1 | <u>Rate</u>
\$2,000.00 | | , , | \$2,000.00 |
| 57 WISN 09/11/12 09/11/12 Trust | Tue 8-9p | :30 | NM 1 | \$1,800.00 |
| Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 -1 1 | <u>Rate</u>
\$1,800.00 | | , | V.,000.00 |
| 58 WISN 09/11/12 09/11/12 NYMed | Tue 9-10p | :30 | NM 1 | \$1,800.00 |
| Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 -1 1 | <u>Rate</u>
\$1,800.00 | | | . , |
| | | | | |

Totals

146

\$145,700.00

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WISN TV 759 N. 19th Street Milwaukee, Wi 53233 (414)342-8812

| | Contract / Revision
943784 / | Alt Order #
06278065 |
|---------------------------------------|---------------------------------|--|
| Contract Dates
09/11/12 - 10/01/12 | Product
DSCC-IE | Estimate #
1612 |
| Advertiser
Democratic Senatoria | i | riginal Date / Revision
08/24/12 / 08/24/12 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|--------------------|------------|---------------------|--------------|
| 08/27/12 -09/30/12 | 145 | \$140,200.00 | \$119,170.00 |
| 10/01/12 -10/01/12 | 1 | \$5,500.00 | \$4,675.00 |
| Totals | 146 | \$145,700.00 | \$123,845.00 |

| Signature: Date: | |
|------------------|--|
|------------------|--|

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

| (b) The Station shall exercise normal precautions in handling of pr materials and other property furnished by the Agency in connection with broadcasts hereunder. To connection with broadcasts except after its prior approval. | roperty and mail, but assumes no liability for loss or damage to program or commercia
he Station will not accept or process mail, correspondence, or telephone calls in |
|--|--|
|--|--|

- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment tunless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on the face hereof.

 Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

CONTRACT

Contract Agreement Between:

W
75
Mi
(4')
WWW.wisn.com

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 3050 K St NW Washington, DC 20007

| | Contract / Rev | <u>vision</u> | 1 | Alt Order# | |
|--------------------------|----------------|---------------|-------------|-------------|---------------|
| | 943784 | / 1 | | 06278065 | |
| Product | | | | | |
| DSCC-IE | | | | | |
| Contract Dates | Estimate # | | | | |
| 09/11/12 - 10/01/12 | 1612 | | | | |
| Advertiser | | | <u>Orio</u> | inal Date / | Revision |
| Democratic Senatorial Ca | ampaign Com | mittee | 0 | 8/27/12 | / 08/27/12 |
| | Billing Cycle | Billing | Cale | <u>ndar</u> | Cash/Trade |
| | EOM/EOC | Broado | cast | | Cash |
| | Station | Accou | nt Ex | recutive | Sales Office |
| | WISN | Will Hi | ldeb | randt | HRP -Washingt |
| | Special Hand | ling | | | , |
| | Demographic | | | | |
| | Adults 35+ | | | | |
| | <u></u> | | | | |
| | IDB# | Advert | iser | Code | Product Code |
| | 8091 | 49 | | | 53 |
| | Agency Ref | | | Advertiser | Ref |
| | | | | | |

Spot

| | | Spots/ | | | | |
|--|-------------------------|------------------|---------------------|-------------|---|------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week | Rate | Type Spot | s | Amount |
| 1 WISN 09/18/12 09/28/12 GOOD AFTERNOON AMER | RI1P-2P LTC 9/07 | :30 | | NM | 2 | \$600.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | İ | | |
| Week: 09/17/12 09/23/12WTF 1 | \$300.00 | | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | <u>Rate</u> | <u>Type</u> | | |
| 3 WISN 09/11/12-09/17/12 KATIE COURIC | M-F 2-3P | MTuWThF :30 | \$300.00 | NM | | |
| → See MG 1.5,1.6 | | | | | | |
| 4 WISN 09/11/12-09/17/12 KATIE COURIC | M-F 2-3P | MTuWThF :30 | \$300:00 | NM | | |
| ⊕ See MG 1.5,1.6 | | | | | | |
| 5 WISN 09/18/12-09/28/12 KATIE COURIC | M-F 2-3P | MTuWThF :30 | \$300.00 | NM | | |
| ⊕ MG for 1.3,1.4 | | | | | | |
| 7 WISN 09/17/12-09/23/12 GOOD AFTERNOON AME | RI 1P-2P LTC 9/07 | wThF :30 | \$300.00 | NM | | |
| Credited | **** | | | | | |
| Week: 09/24/12 09/30/12WTF 1 | \$300.00 | | , | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | Rate | <u>Type</u> | | |
| 6 WISN 09/18/12-09/28/12 KATIE COURIC | M-F 2-3P | MTuWThF :30 | \$300.00 | NM | | |
| (B) MG for 1.3,1.4 | DIAD OD I TO 0/07 | 1.55 | #200 00 | NM | | |
| 8 WISN 09/24/12-09/30/12 GOOD AFTERNOON AME. | RI1P-2P LTC 9/07 | wThF :30 | \$300 <u>-</u> 00 | IVIVI | | |
| Credited | | | | | _ | |
| 2 WISN 09/18/12 09/30/12 General Hospital | 2-3pm/1-2p | :30 | | NM | 2 | \$700.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12WTF 1 | <u>Rate</u>
\$350.00 | | | 1 | | |
| Week: 09/1//12 09/23/12WIF 1 | \$350.00 | | | • | | |
| | | | | | _ | |
| 3 WISN 09/12/12 09/14/12 Late News 10PM | 10-1030p | :30 | | NM | 2 | \$2,800.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 | <u>Rate</u> | | | | | |
| | \$1,400.00 | | | | | |
| 4 WISN 09/18/12 09/28/12 Late News 10PM | 10-1030p | :30 | | NM | 4 | \$6,400.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | ı | | |
| Week: 09/17/12 09/23/12 -TWTF 2 | \$1,600.00 | | | | | |
| Week: 09/24/12 09/30/12 MTWTF 2 | \$1,600.00 | | | | | |
| 5 WISN 09/18/12 09/28/12 The View | 10-11am | :30 | | NM | 2 | \$1,000.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | | | |
| Week: 09/17/12 09/23/12 -TwTF 1 | \$500.00 | | | l | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



Contract / Revision Alt Order # 943784 06278065 / 1 Product Contract Dates Estimate #

DSCC-IE 09/11/12 - 10/01/12 1612 Original Date / Revision <u>Advertiser</u>

Democratic Senatorial Ca

Spots/ Length Week Pote Type Spots

08/27/12 / 08/27/12

| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | Type Spots | Amount |
|---|-------------------------|-----------------------|------------|-------------------|
| Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 MTWTF 1 | <u>Rate</u>
\$500.00 | | | |
| 6 WISN 09/12/12 09/14/12 The View | 10-11am | :30 | NM 2 | \$1,400.00 |
| Week: 09/10/12 | <u>Rate</u>
\$700.00 | | | |
| 7 WISN 09/12/12 09/14/12 Late News 1030PM | 1030p-11p | :30 | NM 1 | \$850.00 |
| Week: 09/10/12 | <u>Rate</u>
\$850.00 | | | |
| 8 WISN 09/18/12 09/28/12 Late News 1030PM | 1030p-11p | :30 | NM 2 | \$1,900.00 |
| Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TWTF 1 | <u>Rate</u>
\$950.00 | | | |
| Week: 09/24/12 09/30/12 MTWTF 1 | \$950.00 | | | |
| 9 WISN 09/12/12 09/14/12 Nightline
Start Date End Date Weekdays Spots/Week | 11p-1130p
Rate | :30 | NM 1 | \$400.00 |
| Week: 09/10/12 09/16/12WTF 1 | \$400.00 | | | |
| 10 WISN 09/18/12 09/29/12 Nightline Start Date End Date Weekdays Spots/Week | 11p-1130p
Rate | :30 | NM 2 | \$1,500.00 |
| Week: 09/17/12 09/23/12 -TWTF 1 | \$750.00 | | | |
| Week: 09/24/12 | \$750.00
M-F 11A-12P | .20 | | £400.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | :30 | NM 2 | \$400.00 |
| Week: 09/10/12 09/16/12WTF 2 | \$200.00 | | | |
| 12 WISN 09/18/12 09/28/12 THE CHEW Start Date End Date Weekdays Spots/Week | 12P-1P
Rate | :30 | NM 4 | \$1,200.00 |
| Week: 09/17/12 09/23/12 -TwTF 2 | \$300.00 | | | |
| Week: 09/24/12 09/30/12 MTWTF 2 13 WISN 09/12/12 09/14/12 General Hospital | \$300.00
2-3pm/1-2p | :30 | NM 2 | \$700.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | .50 | - | Ψ100.00 |
| Week: 09/10/12 | \$350.00 | -20 | NM 4 | * D 000 00 |
| 14 WISN 09/18/12 09/28/12 KATIE COURIC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> | M-F 2-3P
<u>Rate</u> | :30 | NM 4 | \$2,000.00 |
| Week: 09/17/12 09/23/12 -TWTF 2 Week: 09/24/12 09/30/12 MTWTF 2 | \$500.00
\$500.00 | | | |
| 15 WISN 09/12/12 09/28/12 3-4p | 3-4p | :30 | NM 6 | \$3,000.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | 77,000.00 |
| Week: 09/10/12 09/16/12WTF 2 Week: 09/17/12 09/23/12 MTWTF 2 | \$500.00
\$500.00 | | | |
| Week: 09/24/12 09/30/12 MTWTF 2 | \$500.00 | | | |
| 16 WISN 09/12/12 09/14/12 DR. OZ Start Date End Date Weekdays Spots/Week | 4P-5P
Rate | :30 | NM 2 | \$1,000.00 |
| Week: 09/10/12 09/16/12WTF 2 | \$500.00 | | | |
| 17 WISN 09/18/12 09/28/12 DR. OZ | 4P-5P | :30 | NM 4 | \$2,400.00 |
| Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TWTF 2 | <u>Rate</u>
\$600.00 | | | |
| Week: 09/24/12 09/30/12 MTWTF 2 | \$600.00 | | | |
| 18 WISN 09/12/12 09/28/12 News M-F 430a
Start Date End Date Weekdays Spots/Week | 430-5a
Rate | :30 | NM 3 | \$300.00 |
| Week: 09/10/12 09/16/12WTF 1 | \$100.00 | | | |
| Week: 09/17/12 09/23/12 MTWTF 1 | \$100.00 | | 1 | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified,



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

| | Contract / Re | <u>evisi</u> | <u>on</u> | Alt Order # | |
|------------|---------------|--------------|-----------|-------------|--|
| | 943784 | 1 | 1 | 06278065 | |
| ract Dates | Product | - | | Estimate # | |

Cont DSCC-IE 09/11/12 - 10/01/12 1612

Advertiser Original Date / Revision **Democratic Senatorial Ca** 08/27/12 / 08/27/12

| | | | | | | Spots/ | | | | |
|---|---|---|---|---|------|-------------|---|--------|------|-------------|
| *Line Ch Start I | Date End D | ate Descriptio | n | Start/End Time | Days | Length Week | Rate | Type S | pots | Amount |
| Start Date
Week: 09/24/12 | End Date
09/30/12 | <u>Weekdays</u>
MTWTF | Spots/Week
1 | <u>Rate</u>
\$100.00 | | | | | | |
| 19 WISN 09/18/
<u>Start Date</u>
Week: 09/17/12
Week: 09/24/12 | 12 09/28/1
<u>End Date</u>
09/23/12
09/30/12 | 2 News M-F s
<u>Weekdays</u>
-TWTF
MTWTF | 5p
Spots/Week
2
2 | 5-530pm
<u>Rate</u>
\$1,000.00
\$1,000.00 | | :30 | | NM | 4 | \$4,000.00 |
| 20 WISN 09/12/
Start Date
Week: 09/10/12 | 12 09/14/1
End Date
09/16/12 | 2 News M-F :
<u>Weekdays</u>
WTF | 5p
Spots/Week
2 | 5-530pm
<u>Rate</u>
\$700.00 | | :30 | *************************************** | NM | 2 | \$1,400.00 |
| 21 WISN 09/12/
Start Date
Week: 09/10/12 | 12 09/14/1
End Date
09/16/12 | 2 News M-F :
<u>Weekdays</u>
WTF | 5a
<u>Spots/Week</u>
2 | 5-6A
<u>Rate</u>
\$250.00 | | :30 | | NM | 2 | \$500.00 |
| 22 WISN 09/18/
<u>Start Date</u>
Week: 09/17/12
Week: 09/24/12 | 12 09/28/1
<u>End Date</u>
09/23/12
09/30/12 | 2 News M-F :
<u>Weekdays</u>
-TWTF
MTWTF | 5a
<u>Spots/Week</u>
2
2 | 5-6A
<u>Rate</u>
\$350.00
\$350.00 | | :30 | | NM | 4 | \$1,400.00 |
| 23 WISN 09/12/
<u>Start Date</u>
Week: 09/10/12 | 12 09/14/1
End Date
09/16/12 | 2 News M-F (
<u>Weekdays</u>
WTF | Spots/Week
3 | 6-630pm
<u>Rate</u>
\$1,000.00 | | :30 | | NM | 3 | \$3,000.00 |
| 24 WISN 09/18/ <u>Start Date</u> Week: 09/17/12 Week: 09/24/12 | 12 09/28/1
<u>End Date</u>
09/23/12
09/30/12 | 2 News M-F 6 Weekdays -TWTF MTWTF | Spots/Week
2
2 | 6-630pm
<u>Rate</u>
\$1,200.00
\$1,200.00 | | :30 | | NM | 4 | \$4,800.00 |
| 25 WISN 09/18/
<u>Start Date</u>
Week: 09/17/12
Week: 09/24/12 | 12 09/28/1
<u>End Date</u>
09/23/12
09/30/12 | 2 News M-F (
Weekdays
-TWTF
MTWTF | Sa
Spots/Week
3
3 | 6-7A
<u>Rate</u>
\$1,000.00
\$1,000.00 | | :30 | | NM | 6 | \$6,000.00 |
| 26 WISN 09/12/
Start Date
Week: 09/10/12 | 12 09/14/1
<u>End Date</u>
09/16/12 | 2 News M-F (
<u>Weekdays</u>
WTF | Sa
<u>Spots/Week</u>
3 | 6-7A
<u>Rate</u>
\$850.00 | | :30 | | ММ | 3 | \$2,550.00 |
| 27 WISN 09/12/
<u>Start Date</u>
Week: 09/10/12 | 12 09/14/1
End Date
09/16/12 | 2 Entertainme
<u>Weekdays</u>
WTF | ent Tonight
<u>Spots/Week</u>
2 | 630p-7pm
<u>Rate</u>
\$750.00 | | :30 | | MM | 2 | \$1,500.00 |
| 28 WISN 09/18/
<u>Start Date</u>
Week: 09/17/12
Week: 09/24/12 | | 2 Entertainme
<u>Weekdays</u>
-TWTF
MTWTF | ent Tonight
<u>Spots/Week</u>
2
2 | 630p-7pm
<u>Rate</u>
\$850.00
\$850.00 | | :30 | | NM | 4 | \$3,400.00 |
| 29 WISN 09/12/
<u>Start Date</u>
Week: 09/10/12
Week: 09/17/12
Week: 09/24/12 | 12 09/28/1
<u>End Date</u>
09/16/12
09/23/12
09/30/12 | 2 Good Morn
<u>Weekdays</u>
WTF
MTWTF
MTWTF | ing America
<u>Spots/Week</u>
6
6
6 | 7-9a
<u>Rate</u>
\$1,000.00
\$1,000.00
\$1,000.00 | | :30 | | NM | 18 | \$18,000.00 |
| 30 WISN 09/18/
<u>Start Date</u>
Week: 09/17/12
Week: 09/24/12 | 12 09/28/1
<u>End Date</u>
09/23/12
09/30/12 | 2 LIVE WITH Weekdays -TWTF MTWTF | KELLY!
Spots/Week
2
2 | 9-10am
<u>Rate</u>
\$450.00
\$450.00 | | :30 | | ММ | 4 | \$1,800.00 |
| 31 WISN 09/12/
Start Date
Week: 09/10/12 | | 2 LIVE WITH
<u>Weekdays</u>
WTF | KELLY!
Spots/Week
2 | 9-10am
<u>Rate</u>
\$700.00 | | :30 | | NM | 2 | \$1,400.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 943784 / 1 06278065

Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

<u>Advertiser</u> Original Date / Revision 08/27/12 / 08/27/12 Democratic Senatorial Ca

Spotal

| | | Spots/ | | | |
|--|----------------------------|------------------|-------------|------|---|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week | Rate Type S | pots | Amount |
| Start Date End Date Weekdays Spots/Week | Rate | | | | |
| 32 WISN 09/21/12 09/28/12 2020 | Fri 9-10p | :30 | NM | 2 | \$6,000.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | | |
| Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1 | \$3,000.00 | | | | |
| | \$3,000.00 | | | | |
| 33 WISN 09/17/12 09/17/12 BachPad Start Date End Date Weekdays Spots/Week | Prime Other
Rate | :30 | NM | 1 | \$2,500.00 |
| Week: 09/17/12 09/23/12 1 1 | \$2,500.00 | | | | |
| 34 WISN 09/24/12 10/01/12 Dancing | Prime Other | :30 | NM | 2 | \$11,000.00 |
| Start Date End Date Weekdays Spots/Week | Rate | , , , | | _ | 4,000.00 |
| Week: 09/24/12 09/30/12 1 1 | \$5,500.00 | | | | |
| Week: 10/01/12 10/07/12 1 1 | \$5,500.00 | | | | |
| 35 WISN 09/24/12 09/24/12 PACKERS GAME | PACKERS GAME | :30 | NM | 1 | \$15,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/12 1 1 | <u>Rate</u>
\$15,000.00 | | | | |
| • | | | | | |
| 36 WISN 09/15/12 09/15/12 Late News Sa 10pm
Start Date End Date Weekdays Spots/Week | 10-1035p
Rate | :30 | NM | 1 | \$450.00 |
| Week: 09/10/12 09/16/121- 1 | \$450.00 | | | | |
| 37 WISN 09/15/12 09/29/12 Entertainment Tonite Week | erET Weekend | :30 | MM | 3 | \$450.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | | 4.00.00 |
| Week: 09/10/12 09/16/121- 1 | \$150.00 | | | | |
| Week: 09/17/12 09/23/121- 1 | \$150.00 | | | | |
| Week: 09/24/12 09/30/121- 1 | \$150.00 | | | | |
| 38 WISN 09/15/12 09/29/12 College Football Game #2 | 230p-6p | :30 | NM | 3 | \$3,600.00 |
| Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121- 1 | <u>Rate</u>
\$1,200.00 | | | | |
| Week: 09/17/12 09/23/121- 1 | \$1,200.00 | | 1 | | |
| Week: 09/24/12 09/30/121- 1 | \$1,200.00 | | | | |
| 39 WISN 09/15/12 09/15/12 Sa 458-6a | 456-6AM | :30 | NM | 1 | \$200.00 |
| Start Date | <u>Rate</u> | | | | 4200.00 |
| Week: 09/10/12 09/16/121- 1 | \$200.00 | | | | |
| 40 WISN 09/22/12 09/29/12 News Sa 6p-630p | 6-630pm | :30 | MM | 2 | \$1,400.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>
Week; 09/17/12 09/23/121- 1 | Rate | | | | |
| Week; 09/17/12 09/23/121- 1
Week; 09/24/12 09/30/121- 1 | \$700.00
\$700.00 | | | | |
| 41 WISN 09/15/12 09/15/12 Sat GMA | 6-7a | .20 |) the | | 2000.00 |
| Start Date End Date Weekdays Spots/Week | 0-7a
Rate | :30 | NM | 1 | \$300.00 |
| Week: 09/10/12 09/16/121- 1 | \$300.00 | | : | | |
| 42 WISN 09/15/12 09/15/12 News Sa 6p-630p | 6-630pm | :30 | NM | 1 | \$500.00 |
| Start Date | Rate | | | · | *************************************** |
| Week: 09/10/12 09/16/121- 1 | \$500.00 | | | | |
| 43 WISN 09/22/12 09/29/12 Sat 630-7p | 630-7p | :30 | NM | 2 | \$1,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/121- 1 | Rate | | | | |
| Week: 09/17/12 09/23/121- 1 Week: 09/24/12 09/30/121- 1 | \$500.00
\$500.00 | | | | |
| 44 WISN 09/15/12 09/15/12 ABC Prime College Footba | | :30 | NM | 4 | £4.400.00 |
| Start Date End Date Weekdays Spots/Week | Rate | .su | IAINI | 1 | \$1,100.00 |
| Week: 09/10/12 09/16/121- 1 | \$1,100.00 | | | | |
| 45 WISN 09/29/12 09/29/12 Badgers FB | 7-1030p | :30 | NM | 1 | \$8,500.00 |
| · | • | | | • | , |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

Contract Agreement Between:



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 943784 / 1 06278065

Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

<u>Advertiser</u> Original Date / Revision 08/27/12 / 08/27/12 Democratic Senatorial Ca

Spots/

| *Line Ch Start Date End Date Description | Start/End Time | Spots/ Days Length Week Rate | Type S | pots | Amount |
|---|--|------------------------------|--------|------|--------------|
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/121- 1 | <u>Rate</u>
\$8,500.00 | | | | |
| 46 WISN 09/16/12 09/16/12 Late News 10pm Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121 1 | 10p-1030p
<u>Rate</u>
\$1,400.00 | :30 | NM | 1 | \$1,400.00 |
| 47 WISN 09/23/12 09/30/12 Late News SU 1030PM Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1 | 1030p-11p
<u>Rate</u>
\$950.00
\$950.00 | :30 | ММ | 2 | \$1,900.00 |
| 48 WISN 09/23/12 09/30/12 Su 458-6a Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/30/121 1 Week: 09/24/12 09/30/121 1 | 458-6AM
<u>Rate</u>
\$200.00
\$200.00 | :30 | NM | 2 | \$400.00 |
| 49 WISN 09/16/12 09/16/12 News Sun 530pm Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121 1 | 530-6p
<u>Rate</u>
\$400.00 | :30 | NM | 1 | \$400.00 |
| 50 WISN 09/23/12 09/30/12 News Sun 530pm Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1 | 530-6p
<u>Rate</u>
\$500.00
\$500.00 | :30 | NM | 2 | \$1,000.00 |
| 51 WISN 09/16/12 09/16/12 Sun GMA Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121 1 | 6-7a
<u>Rate</u>
\$250.00 | :30 | NM | 1 | \$250.00 |
| 52 WISN 09/23/12 09/30/12 Sun GMA Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1 | 6-7a
<u>Rate</u>
\$400.00
\$400.00 | :30 | NM | 2 | \$800.00 |
| 53 WISN 09/23/12 09/30/12 News Sun 7-9a Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1 | 7-9am <u>Rate</u> \$500.00 \$500.00 | :30 | NM | 2 | \$1,000.00 |
| 54 WISN 09/23/12 09/30/12 This Week With George St Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1 | | :30 | MM | 2 | \$2,000.00 |
| 55 WISN 09/16/12 09/16/12 This Week With George St Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121 1 | ep930-1030am
<u>Rate</u>
\$650.00 | :30 | NM | 1 | \$650.00 |
| 56 WISN 09/27/12 09/27/12 LastResort Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 1 1 | Thu 7-8p
<u>Rate</u>
\$2,000.00 | :30 | NM | 1 | \$2,000.00 |
| 57 WISN 09/11/12 09/11/12 Trust Start Date | Tue 8-9p
<u>Rate</u>
\$1,800.00 | :30 | NM | 1 | \$1,800.00 |
| 58 WISN 09/11/12 09/11/12 NYMed <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12 -1 1 | Tue 9-10p
<u>Rate</u>
\$1,800.00 | :30 | NM | 1 | \$1,800.00 |
| | | Totals | | 146 | \$145,700.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

| | Contract / Revision | Alt Order # |
|---------------------|---------------------|-------------|
| | 943784 / 1 | 06278065 |
| Contract Dates | Product | Estimate # |
| 09/11/12 - 10/01/12 | DSCC-IE | 1612 |

| Advertiser | Original Date / Revision |
|--------------------------|--------------------------|
| Democratic Senatorial Ca | 08/27/12 / 08/27/12 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|--------------------|------------|--------------|--------------|
| 08/27/12 -09/30/12 | 145 | \$140,200.00 | \$119,170.00 |
| 10/01/12 -10/01/12 | 1 | \$5,500.00 | \$4,675.00 |
| Totals | 146 | \$145,700.00 | \$123,845.00 |

| Signature: | Date: | |
|------------|-------|--|
| | | |

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

| (d) | The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercia |
|-------------------------------------|---|
| materials and other property furnis | hed by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in |
| connection with broadcasts except | after its prior approval |

- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

Product Code

53

Advertiser Ref

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 3050 K St NW Washington, DC 20007

| | Contract / Re | vision | Alt Order | # |
|---|---------------|-----------------------------|---------------|---------------|
| | 943784 | / 2 | 0627806 | 5 |
| Product | | | | |
| DSCC-IE | | | | |
| Contract Dates | Estimate # | | | |
| 09/11/12 - 10/01/12 | 1612 | | | |
| Advertiser | | | Original Date | e / Revision |
| Democratic Senatorial Ca | ampaign Com | mittee | 09/17/12 | / 09/17/12 |
| , | Billing Cycle | Billing | Calendar | Cash/Trade |
| | EOM/EOC | Broadcast Account Executive | | Cash |
| | Station | | | Sales Office |
| | WISN | Will Hildebrandt HRP - | | HRP -Washingt |
| | Special Hand | ling | | |

Spots/

IDB#

8091

Agency Ref

Demographic Adults 35+

Advertiser Code

49

| | | Spots/ | | | | |
|---|---|------------------|----------------------|--------|------|------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week | Rate | Type S | pots | Amount |
| 1 WISN 09/18/12 09/28/12 GOOD AFTERNOON AM
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Wee</u>
Week: 09/17/12 09/23/12WTF 1 | | :30 | | MM | 2 | \$600.00 |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | <u>Rate</u> | Type | | |
| 3 WISN 09/11/12-09/17/12 KATIE COURIC
₭ See MG 1.5.1.6 | M-F 2-3P | MTuWThF :30 | \$300.00 | NM | | |
| 4 WISN 09/11/12-09/17/12 KATIE COURIC | M-F 2-3P | MTuWThF :30 | \$300.00 | NM | | |
| ⊗ See MG 1.5,1.6 | | | | | | |
| 5 WISN 09/18/12-09/28/12 KATIE COURIC | M-F 2-3P | MTuWThF ;30 | \$300.00 | NM | | |
| MG for 1.3,1.4 7 WISN 09/17/12-09/23/12 GOOD AFTERNOON AN | MERI 1P-2P LTC 9/07 | WThF :30 | \$300.00 | NM | | |
| Credited Week: 09/24/12 09/30/12WTF 1 | \$300.00 | | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | Rate | Туре | | |
| 6 WISN 09/18/12-09/28/12 KATIE COURIC | M-F 2-3P | MTuWThF :30 | \$300.00 | NM | | |
| ⊕ MG for 1.3,1.4 | W-1 Z-0: | .00 | \$300.00 | 14141 | | |
| 8 WISN 09/24/12-09/30/12 GOOD AFTERNOON AN
Credited | MERI1P-2P LTC 9/07 | WThF :30 | \$ 300.00 | NM | | |
| 2 WISN 09/18/12 09/30/12 General Hospital Start Date End Date Weekdays Spots/Weel Week: 09/17/12 09/23/12WTF 1 Week: 09/24/12 09/30/12 MTWTF 1 | 2-3pm/1-2p
k <u>Rate</u>
\$350.00
\$350.00 | :30 | | NM | 2 | \$700.00 |
| 3 WISN 09/12/12 09/14/12 Late News 10PM | 10-1030p | :30 | | NM | 2 | PO 000 00 |
| Start Date End Date Weekdays Spots/Weel | ' | .30 | | INIVI | 2 | \$2,800.00 |
| Week: 09/10/12 | \$1,400.00 | | | | | |
| 4 WISN 09/18/12 09/28/12 Late News 10PM Start Date End Date Weekdays Spots/Weel | 10-1030p
k <u>Rate</u> | :30 | | NM | 4 | \$6,400.00 |
| Week: 09/17/12 09/23/12 -TWTF 2 | \$1,600.00 | | | | | |
| Week: 09/24/12 09/30/12 MTWTF 2 | \$1,600.00 | | | | | |
| 5 WISN 09/18/12 09/28/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Weel</u> Week: 09/17/12 09/23/12 -TwTF 1 | 10-11am
<u>Rate</u>
\$500.00 | :30 | | NM | 2 | \$1,000.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by slation. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 943784 06278065 / 2 Contract Dates Product Estimate# 09/11/12 - 10/01/12 DSCC-IE 1612

<u>Advertiser</u> Original Date / Revision 09/17/12 / 09/17/12 **Democratic Senatorial Ca**

| *Line Ch Start Date End Date Description | Start/End Time | Spots/
Days Length Week | Rate Type | Snote | Amount |
|---|-------------------------|----------------------------|-----------|-------|------------|
| Start Date End Date Weekdays Spots/Week | Rate | Days Length Week | rate Type | орога | Amount |
| Week: 09/24/12 09/30/12 MTWTF 1 | \$500.00 | • | | | |
| 6 WISN 09/12/12 09/14/12 The View Start Date End Date Weekdays Spots/Week | 10-11am
Rate | :30 | NM | 2 | \$1,400.00 |
| Week: 09/10/12 09/16/12WTF 2 | \$700.00 | | | | |
| 7 WISN 09/12/12 09/14/12 Late News 1030PM | 1030p-11p | :30 | NM | 1 | \$850.00 |
| Start DateEnd DateWeekdaysSpots/WeekWeek: 09/10/1209/16/12wTF1 | <u>Rate</u>
\$850.00 | | | | |
| 8 WISN 09/18/12 09/28/12 Late News 1030PM | 1030p-11p | :30 | NM | 2 | \$1,900.00 |
| Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TWTF 1 | <u>Rate</u>
\$950.00 | | | | |
| Week: 09/24/12 09/30/12 MTWTF 1 | \$950.00 | | | | |
| 9 WISN 09/12/12 09/14/12 Nightline | 11p-1130p | :30 | NM | 1 | \$400.00 |
| Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12wTF 1 | <u>Rate</u>
\$400.00 | | | | |
| 10 WISN 09/18/12 09/29/12 Nightline | 11p-1130p | :30 | NM | 2 | \$1,500.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | | * * *, |
| Week: 09/17/12 09/23/12 -TWTF 1 Week: 09/24/12 09/30/12 MTWTF 1 | \$750.00
\$750.00 | | | | |
| 11 WISN 09/12/12 09/14/12 ANDERSON COOPER | M-F 11A-12P | :30 | NM | 2 | \$400.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | | 7.72.77 |
| Week: 09/10/12 | \$200.00 | -20 | | | 04 000 00 |
| 12 WISN 09/18/12 09/28/12 THE CHEW Start Date End Date Weekdays Spots/Week | 12P-1P
Rate | :30 | NM | 4 | \$1,200.00 |
| Week: 09/17/12 09/23/12 -TWTF 2 | \$300.00 | | | | |
| Week: 09/24/12 09/30/12 MTWTF 2 | \$300.00 | | | _ | |
| 13 WISN 09/12/12 09/14/12 General Hospital Start Date End Date Weekdays Spots/Week | 2-3pm/1-2p
Rate | :30 | NM | 2 | \$700.00 |
| Week: 09/10/12 09/16/12WTF 2 | \$350.00 | | | | |
| 14 WISN 09/18/12 09/28/12 KATIE COURIC | M-F 2-3P | :30 | NM | 4 | \$2,000.00 |
| Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TWTF 2 | <u>Rate</u>
\$500.00 | | | | |
| Week: 09/24/12 09/30/12 MTWTF 2 | \$500.00 | | | | |
| 15 WISN 09/12/12 09/28/12 3-4p | 3-4p | :30 | МИ | 6 | \$3,000.00 |
| Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12WTF 2 | <u>Rate</u>
\$500.00 | | | | |
| Week: 09/17/12 09/23/12 MTWTF 2 | \$500.00 | | | | |
| Week: 09/24/12 09/30/12 MTWTF 2 | \$500.00 | | | | |
| 16 WISN 09/12/12 09/14/12 DR. OZ Start Date End Date Weekdays Spots/Week | 4P-5P
Rate | :30 | МИ | 2 | \$1,000.00 |
| Week: 09/10/12 | \$500.00 | | | | |
| 17 WISN 09/18/12 09/28/12 DR. OZ | 4P-5P | :30 | MM | 4 | \$2,400.00 |
| Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TwTF 2 | <u>Rate</u>
\$600.00 | | | | |
| Week: 09/24/12 09/30/12 MTWTF 2 | \$600.00 | | | | |
| 18 WISN 09/12/12 09/28/12 News M-F 430a | 430-5a | :30 | МИ | 3 | \$300.00 |
| Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12WTF 1 | <u>Rate</u>
\$100.00 | | | | |
| Week: 09/17/12 09/23/12 MTWTF 1 | \$100.00 | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

| | Contract / Revision | Alt Order # |
|---------------------|---------------------|-------------|
| | 943784 / 2 | 06278065 |
| Contract Dates | Product | Estimate # |
| 09/11/12 - 10/01/12 | DSCC-IE | 1612 |

| Advertiser | Original Date / Revision | | | | |
|--------------------------|--------------------------|--|--|--|--|
| Democratic Senatorial Ca | 09/17/12 / 09/17/12 | | | | |

| *Line Ch Start | Date End D | ate Descripti | on | Start/End Time | Days | Spots/
Length Week | Rate | TypeS | Spots | Amount |
|-------------------------------------|-------------------------------------|--------------------------|------------------------|---------------------------|---|-----------------------|------|-------|-------|-------------------------------------|
| Start Date
Week: 09/24/12 | End Date
09/30/12 | <u>Weekdays</u>
MTWTF | Spots/Week
1 | <u>Rate</u>
\$100.00 | | | | | | |
| 19 WISN 09/18 | | | .5p | 5-530pm | | :30 | | NM | 4 | \$4,000.00 |
| Start Date Week: 09/17/12 | End Date
09/23/12 | <u>Weekdays</u>
-TWTF | Spots/Week
2 | <u>Rate</u>
\$1,000.00 | | | | ı | | • |
| Week: 09/24/12 | 09/30/12 | MTWTF | 2 | \$1,000.00 | | | | | | |
| 20 WISN 09/12 | | 12 News M-F | • | 5-530pm | | :30 | | NM | 2 | \$1,400.00 |
| <u>Start Date</u>
Week: 09/10/12 | End Date
09/16/12 | <u>Weekdays</u>
WTF | Spots/Week
2 | <u>Rate</u>
\$700.00 | | | | | | |
| 21 WISN 09/12 | /12 09/14/ | 12 News M-F | 5a | 5-6A | | :30 | | NM | 2 | \$500.00 |
| Start Date Week: 09/10/12 | End Date
09/16/12 | Weekdays
WTF | Spots/Week
2 | <u>Rate</u>
\$250.00 | | | | | | |
| 22 WISN 09/18 | | 12 News M-F | 5a | 5-6A | | :30 | | NM | 4 | \$1,400.00 |
| Start Date
Week: 09/17/12 | End Date
09/23/12 | <u>Weekdays</u>
-TwTF | Spots/Week
2 | <u>Rate</u>
\$350.00 | | | | | | |
| Week: 09/24/12 | 09/30/12 | MTWTF | 2 | \$350.00 | | | | | | |
| 23 WISN 09/12 | | 12 News M-F | • | 6-630pm | | :30 | | NM | 3 | \$3,000.00 |
| Start Date Week: 09/10/12 | End Date
09/16/12 | <u>Weekdays</u>
WTF | Spots/Week
3 | <u>Rate</u>
\$1,000.00 | | | | | | |
| 24 WISN 09/18 | | 12 News M-F | | 6-630pm | | :30 | | NM | 4 | \$4,800.00 |
| Start Date
Week: 09/17/12 | End Date
09/23/12 | Weekdays
-TWTF | Spots/Week
2 | <u>Rate</u>
\$1,200.00 | | | | | | |
| Week: 09/24/12 | 09/30/12 | MTWTF | 2 | \$1,200.00 | | | | | | |
| 25 WISN 09/18 | | | | 6-7A | | :30 | | NM | 6 | \$6,000.00 |
| <u>Start Date</u>
Week: 09/17/12 | End Date
09/23/12 | <u>Weekdays</u>
-TWTF | Spots/Week
3 | <u>Rate</u>
\$1,000.00 | | | | | | |
| Week: 09/24/12 | 09/30/12 | MTWTF | 3 | \$1,000.00 | | | | | | |
| 26 WISN 09/12
Start Date | /12 09/14/ ⁻
End Date | 12 News M-F
Weekdays | 6a
Spots/Week | 6-7A
Rate | | :30 | | NM | 3 | \$2,550.00 |
| Week: 09/10/12 | 09/16/12 | WTF | 3 | \$850.00 | | | | | | |
| 27 WISN 09/12 | | | nent Tonight | 630p-7pm | | :30 | · | NM | 2 | \$1,500.00 |
| Start Date
Week: 09/10/12 | End Date
09/16/12 | <u>Weekdays</u>
WTF | Spots/Week
2 | <u>Rate</u>
\$750.00 | | | | | | |
| 28 WISN 09/18 | | | ent Tonight | 630p-7pm | *************************************** | :30 | | NM | 4 | \$3,400.00 |
| <u>Start Date</u>
Week: 09/17/12 | End Date
09/23/12 | <u>Weekdays</u>
-TWTF | Spots/Week
2 | <u>Rate</u>
\$850.00 | | | | | | |
| Week: 09/24/12 | 09/30/12 | MTWTF | 2 | \$850.00 | | | | | | |
| 29 WISN 09/12 | | | ning America | 7-9a | | :30 | | NM | 18 | \$18,000.00 |
| <u>Start Date</u>
Week: 09/10/12 | End Date
09/16/12 | <u>Weekdays</u>
WTF | <u>Spots/Week</u>
6 | <u>Rate</u>
\$1,000.00 | | | | ı | | |
| Week: 09/17/12 | 09/23/12 | MTWTF | 6 | \$1,000.00 | | | | ŀ | | |
| Week: 09/24/12
30 WISN 09/18 | 09/30/12
/12 09/28/1 | MTWTF
I2 LIVE WITH | 6
6 | \$1,000.00
9-10am | | :30 | | NM | 4 | \$1,800.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | .50 | | IVIVI | 7 | Ψ1,000.00 |
| Week: 09/17/12
Week: 09/24/12 | 09/23/12
09/30/12 | -TWTF
MTWTF | 2
2 | \$450.00
\$450.00 | | | | | | |
| 31 WISN 09/12 | | | | 9-10am | | :30 | | NM | 2 | \$1,400.00 |
| Start Date
Week: 09/10/12 | End Date
09/16/12 | Weekdays | Spots/Week
2 | <u>Rate</u> | | | | | _ | , , , , , , , , , , , , , , , , , , |
| Week: 09/10/12 | US/ 10/12 | M1H | 2 | \$700.00 | | | | I | | |

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Contract / Revision Alt Order # 943784 / 2 06278065 Product Contract Dates Estimate# 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 09/17/12 / 09/17/12 Democratic Senatorial Ca

| *Line Ch Start Date End Date Description | Start/End Time Days | Spots/
Length Week Rate | Type Spot | ·s | Amount |
|---|-------------------------------------|----------------------------|--------------------------|----|---------------------|
| Start Date End Date Weekdays Spots/Week | Rate | zonga, mook mato | туро оро. | | ATTOOTIC |
| 32 WISN 09/21/12 09/28/12 2020 | Fri 9-10p | :30 | NM | 2 | \$6,000.00 |
| Start Date End Date Weekdays Spots/Week | Rate | .50 | MIVI | 2 | 40,000.00 |
| Week: 09/17/12 09/23/121 1 | \$3,000.00 | | | | |
| Week: 09/24/12 09/30/121 1 | \$3,000.00 | | | | |
| N 33 WISN 09/17/12 09/17/12 BachPad | Prime Other | :30 | NM | 0 | \$0.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | | |
| Week: 09/17/12 09/23/12 1 1 | \$2,500.00 | Landh Data | T | | |
| Spot Ch Date Range Description 1 WISN 09/17/12-09/23/12 BachPad | Start/End Time Weekda Prime Other M | | <u>Түре</u>
<i>NM</i> | | |
| See MG 34.3,34.4,34.5 | 1 mme Other | .50 Ψ <u>ε,σσσ.σσ</u> | /4/// | | |
| now CMA Music Fest | | | | | |
| N 34 WISN 09/24/12 10/01/12 Dancing | Prime Other | :30 | NM | 4 | \$26,300.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | l | | |
| Week: 09/24/12 09/30/12 1 1 Spot Ch Date Range Description | \$5,500.00 | wa Longth Boto | Tuno | | |
| Spot Ch Date Range Description 1 WISN 09/24/12-09/30/12 Dancing | Start/End Time Weekda Prime Other M | | <u>Type</u>
NM | | |
| See MG 34.3,34.4,34.5 | Time Other | .50 \$6,000.00 | 14707 | | |
| 3 WISN 09/24/12-09/24/12 PACKERS PRE-GAME | PACKERS PRE-GM | :30 \$3,800.00 | NM | | |
| → MG for 57.1,33.1,58.1,34.1 | | | | | |
| 4 WISN 09/24/12-09/24/12 PACKERS GAME | PACKERS GAME M | :30 \$15,000.00 | NM | | |
| | KELATE NEWS AFTEM | :30 \$2,000,00 | NIAA | | |
| (f) MG for 57.1,33.1,58.1,34.1 | VELATE MEMAS AL IEMI | :30 \$2,000.00 | NM | | |
| Week: 10/01/12 10/07/12 1 1 | \$5,500.00 | | | | |
| 35 WISN 09/24/12 09/24/12 PACKERS GAME | PACKERS GAME | :30 | NM | 1 | \$15,000.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | • | * / = 0 0 0 1 0 0 |
| Week: 09/24/12 09/30/12 1 1 | \$15,000.00 | | | | |
| 36 WISN 09/15/12 09/15/12 Late News Sa 10pm | 10-1035p | :30 | NM | 1 | \$450.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121- 1 | <u>Rate</u>
\$450.00 | | | | |
| sec | | | | _ | |
| 37 WISN 09/15/12 09/29/12 Entertainment Tonite Weeke
Start Date End Date Weekdays Spots/Week | er⊑ i vveekend
<u>Rate</u> | :30 | NM | 3 | \$450.00 |
| Week: 09/10/12 09/16/121- 1 | \$150.00 | | | | |
| Week: 09/17/12 09/23/121- 1 | \$150.00 | | | | |
| Week: 09/24/12 09/30/121- 1 | \$150.00 | | | | |
| 38 WISN 09/15/12 09/29/12 College Football Game #2 | 230p-6p | :30 | NM | 3 | \$3,600.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | | |
| Week: 09/10/12 09/16/121- 1 | \$1,200.00 | | | | |
| Week: 09/17/12 09/23/121- 1
Week: 09/24/12 09/30/121- 1 | \$1,200.00
\$1,200.00 | | | | |
| 39 WISN 09/15/12 09/15/12 Sa 458-6a | 456-6AM | :30 | NM | 1 | 6000.00 |
| Start Date End Date Weekdays Spots/Week | Rate | .50 | INIVE | 1 | \$200.00 |
| Week: 09/10/12 09/16/121- 1 | \$200.00 | | | | |
| 40 WISN 09/22/12 09/29/12 News Sa 6p-630p | 6-630pm | :30 | NM | 2 | \$1,400.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | | |
| Week: 09/17/12 09/23/121- 1 | \$700.00 | | | | |
| Week: 09/24/12 09/30/121- 1 | \$700.00 | | | | |
| 41 WISN 09/15/12 09/15/12 Sat GMA | 6-7a | :30 | NM | 1 | \$300.00 |

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Contract Agreement Between: WISN TV

759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

| | Contract / Revision | Alt Order # |
|---------------------|---------------------|-------------|
| | 943784 / 2 | 06278065 |
| Contract Dates | Product | Estimate # |
| 09/11/12 - 10/01/12 | DSCC-IE | 1612 |

| <u>Advertiser</u> | Original Date | / Revision | |
|--------------------------|---------------|------------|--|
| Democratic Senatorial Ca | 09/17/12 | / 09/17/12 | |

| *Line Ch Start Date End Date Description | Start/End Time | Spots/ Days Length Week Rate | Type Sr | oots | Amount |
|---|--|-------------------------------|---------|------|------------|
| Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 1- 1 | <u>Rate</u>
\$300.00 | - caje - congun vector - nate | ا ا | | , |
| 42 WISN 09/15/12 09/15/12 News Sa 6p-630p Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121- 1 | 6-630pm
Rate
\$500.00 | :30 | NM | 1 | \$500.00 |
| 43 WISN 09/22/12 09/29/12 Sat 630-7p Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/121- 1 Week: 09/24/12 09/30/121- 1 | 630-7p
<u>Rate</u>
\$500.00 | :30 | NM | 2 | \$1,000.00 |
| 44 WISN 09/15/12 09/15/12 ABC Prime College Footbal Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121- 1 | \$500.00
7-1030p
<u>Rate</u>
\$1,100.00 | :30 | NM | 1 | \$1,100.00 |
| 45 WISN 09/29/12 09/29/12 Badgers FB <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/121- 1 | 7-1030p
<u>Rate</u>
\$8,500.00 | :30 | NM | 1 | \$8,500.00 |
| 46 WISN 09/16/12 09/16/12 Late News 10pm Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121 1 | 10p-1030p
<u>Rate</u>
\$1,400.00 | :30 | NM | 1 | \$1,400.00 |
| 47 WISN 09/23/12 09/30/12 Late News SU 1030PM Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1 | 1030p-11p
<u>Rate</u>
\$950.00
\$950.00 | :30 | NM | 2 | \$1,900.00 |
| 48 WISN 09/23/12 09/30/12 Su 458-6a Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1 | 458-6AM
<u>Rate</u>
\$200.00
\$200.00 | :30 | NM | 2 | \$400.00 |
| 49 WISN 09/16/12 09/16/12 News Sun 530pm Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121 1 | 530-6p
<u>Rate</u>
\$400.00 | :30 | NM | 1 | \$400.00 |
| 50 WISN 09/23/12 09/30/12 News Sun 530pm Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/121 1 1 Week: 09/24/12 09/30/121 1 | 530-6p
<u>Rate</u>
\$500.00
\$500.00 | :30 | МИ | 2 | \$1,000.00 |
| 51 WISN 09/16/12 09/16/12 Sun GMA Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121 1 | 6-7a
<u>Rate</u>
\$250.00 | :30 | MM | 1 | \$250.00 |
| 52 WISN 09/23/12 09/30/12 Sun GMA Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 1 1 Week: 09/24/12 09/30/12 1 1 | 6-7a
<u>Rate</u>
\$400.00
\$400.00 | :30 | ММ | 2 | \$800.00 |
| 53 WISN 09/23/12 09/30/12 News Sun 7-9a Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 1 1 Week: 09/24/12 09/30/12 1 1 | 7-9am
<u>Rate</u>
\$500.00
\$500.00 | :30 | NM | 2 | \$1,000.00 |
| 54 WISN 09/23/12 09/30/12 This Week With George Ste Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1 | p930-1030am
<u>Rate</u>
\$1,000.00
\$1,000.00 | :30 | NM | 2 | \$2,000.00 |
| 55 WISN 09/16/12 09/16/12 This Week With George Ste | | :30 | NM | 1 | \$650.00 |

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| | Contract / Revision
943784 / 2 | Alt Order #
06278065 | |
|---------------------|-----------------------------------|--------------------------|--|
| Contract Dates | Product | Estimate # | |
| 09/11/12 - 10/01/12 | DSCC-IE | 1612 | |
| <u>Advertiser</u> | | Original Date / Revision | |
| D | a - | 00/17/12 / 00/17/12 | |

| | | Spots/ | | | |
|---|---|--|-------------------|------|--------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | Type Sp | pots | Amount |
| Start Date End Date Weekdays Spots/We Week: 09/10/12 09/16/12 1 1 | <u>Rate</u>
\$650.00 | | | | |
| 56 WISN 09/27/12 09/27/12 LastResort <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/We</u> Week: 09/24/12 09/30/121 1 | Thu 7-8p
<u>Rate</u>
\$2,000.00 | :30 | NM | 1 | \$2,000.00 |
| N 57 WISN 09/11/12 09/11/12 Trust <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/We</u> Week: 09/10/12 09/16/12 -1 1 | Tue 8-9p
<u>ek Rate</u>
\$1,800.00 | :30 | NM | 0 | \$0.00 |
| <u>Spot Ch Date Range Description</u> 1 WISN 09/10/12-09/16/12 Trust See MG 34.3,34.4,34.5 | Start/End Time
Tue 8-9p | <u>Weekdays</u> <u>Length</u> <u>Rate</u>
-Tu :30 \$1,800.00 | <u>Type</u>
NM | | |
| N 58 WISN 09/11/12 09/11/12 NYMed <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/We</u> Week: 09/10/12 09/16/12 -1 1 | Tue 9-10p
<u>ek Rate</u>
\$1,800.00 | :30 | NM | 0 | \$0.00 |
| Spot Ch Date Range Description 1 WISN 09/10/12-09/16/12 NYMed See MG 34.3,34.4,34.5 | Start/End Time
Tue 9-10p | <u>Weekdays Length Rate</u>
-Tu :30 \$1,800.00 | <u>Type</u>
NM | | |
| | | Totals | | 145 | \$154,900.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|--------------------|------------|--------------|--------------|
| 08/27/12 -09/30/12 | 144 | \$149,400.00 | \$126,990.00 |
| 10/01/12 -10/01/12 | 1 | \$5,500.00 | \$4,675.00 |
| Totals | 145 | \$154,900.00 | \$131,665.00 |

| Signature: | Date: |
|------------|-------|
| | |

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

- (b) The Station shalt exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercial materials and other property furnished by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in connection with broadcasts except after its prior approval.
- Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]